

The REPORTER *of Direct Mail Advertising*



*A Report for
Month of July 1940*

**HOW GERMANY IS USING U. S. POSTMEN
AS CARRIERS OF NAZI PROPAGANDA**

See War in the Mails Section

U. S. Highway No. 1 •

*"...a natural and national
return to this thoroughfare"*



This nation loves quality.

When we built a log cabin, it was built to beat the weather for a hundred years.

When we wove "homespun" it was all-wool and a yard wide.

When we put a railroad across a continent or a bridge across a river or a fence around a farm, they were put there to stay, and do the job.

The desire for quality is inbred in most Americans. No matter what price class we're in, instinctively we want the honest refrigerator, the true-blue fountain pen and the well-made car.

As Benjamin Franklin said, "You get nothing for nothing and mighty little for ha-penny".

A man knows honest quality is worth a dozen "almost" all-wool, "almost" all-metal, "almost" full-weight, or "almost" genuine.

It's human nature to take an excursion now and then—to get off the main line and wander down the unmarked and devious trail of price-cuts and "just-as-good" substitutes. But we always get back on the track which goes where we want to go, marked with the signs we understand—the good safe road of quality—U. S. Business Highway No. 1.

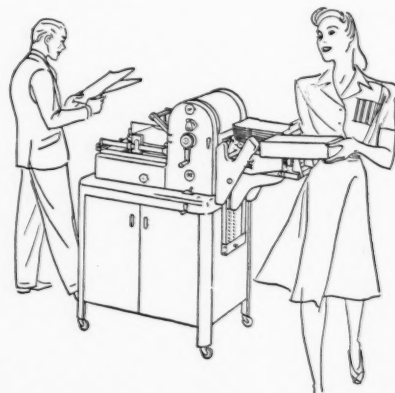
In this country there is always a natural and national return to this proved thoroughfare.



They often tell us, "You make your machines too well—they never wear out." It is true that many Mimeograph duplicators are still faithfully rolling out copies after ten or even twenty years of constant service.

But modern conditions require new tools. To meet them we have produced a complete new family of Mimeograph duplicators which are rapidly becoming the pride and joy of offices, schools and institutions throughout the country.

But we can't sell you our service, and don't want to, unless it solves a problem for you. One of our men will be glad to analyze your duplicating needs. Will you give us that opportunity sometime soon? . . . A. B. Dick Company, Chicago, Ill. Distributors in leading cities.



Mimeograph duplicator

MIMEOGRAPH is the trade-mark of A. B. Dick Company, Chicago registered in the U. S. Patent Office

REPORTORIAL:

A TRIP TO ST. LOUIS furnished a needed antidote to wash away some of the pessimistic poison of propaganda.

Riding in a cool, comfortable Pennsylvania roomette . . . out through the calm farms and villages . . . it seemed impossible that the world could be upset by a revolution of madness.

Toying with the buttons, switches and gadgets in that roomette . . . I wondered why some copywriter had not yet *fully dramatized* this excellent service by giving the roomette a personality . . . as did that fellow in England some years ago when he wrote so magnificently about chairs: "—a chair for a gentleman about to be married, but not yet. For evenings between engagements, and on which you aren't engaged. For counting your blessings and trying to remember the colour of their eyes. For feeling relieved that the dance band is as far away as Berlin. For the rich and rare enjoyment of a drink you bought yourself. For the pleasure of solving a thriller and finding you were wrong. A splendid, utterly selfish chair. A chair from which when the telephone rings, you say, 'If you want to see me come on over here'."

That's the kind of humanized copy which should be written for *the roomette* . . . and for many other things. Maybe the world revolution has caused us to become indifferent about copy, too.

St. Louis was hot . . . but St. Louis is so friendly that we didn't mind the heat too much. Enjoyed a luncheon with Postmaster Rufus Jackson and the executive staff of the St. Louis Post Office . . . a conscientious group of public servants who have done much to promote a better appreciation of Direct Mail throughout the entire mid-west.

A pleasure too . . . to attend a regular weekly meeting of the St. Louis Advertising Club where there was much ado about the consumers' criticism of advertising. *This reporter* still cannot understand what most of the ado is about. The remedy seems simple. Let *advertising* tell the truth . . . and the consumer will stop criticising. It is foolish to criticise the consumer for criticising.

THE REPORTER

THE REPORTER OF DIRECT MAIL ADVERTISING

Edited by Henry Hoke, assisted by associate reporters all over the world

WHAT HAPPENED IN JULY 1940 Vol. 3, No. 4

| | |
|---|----|
| HOW ABOUT SOME HUMOR? | 5 |
| A STUDY OF INQUIRY-FOLLOW-UPS | 8 |
| AN EFFECTIVE COLLECTION LETTER | 9 |
| A PREVIEW LETTER | 10 |
| A GOOD DEPARTMENT STORE CAMPAIGN | 10 |
| WAR IN MAILS SECTION | 12 |
| From page 12 to 32. Including a PLAN for an American Campaign | |
| THE CANADIAN WAY | 36 |
| HOW TO RECOGNIZE A TRAITOR | 40 |
| A GOLD PALM TO LOCKHEED | 42 |
| HOW'S YOUR LETTERHEAD? | 44 |
| REPORT FROM AUSTRALIA | 46 |
| DRAMATIC INSURANCE CAMPAIGN | 47 |
| CHALLENGE TO HOUSE MAGAZINE EDITORS | 48 |
| REPORT ON A MARKET STUDY | 50 |
| <i>And THIRTY THREE other Idea Stimulating Items</i> | |

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

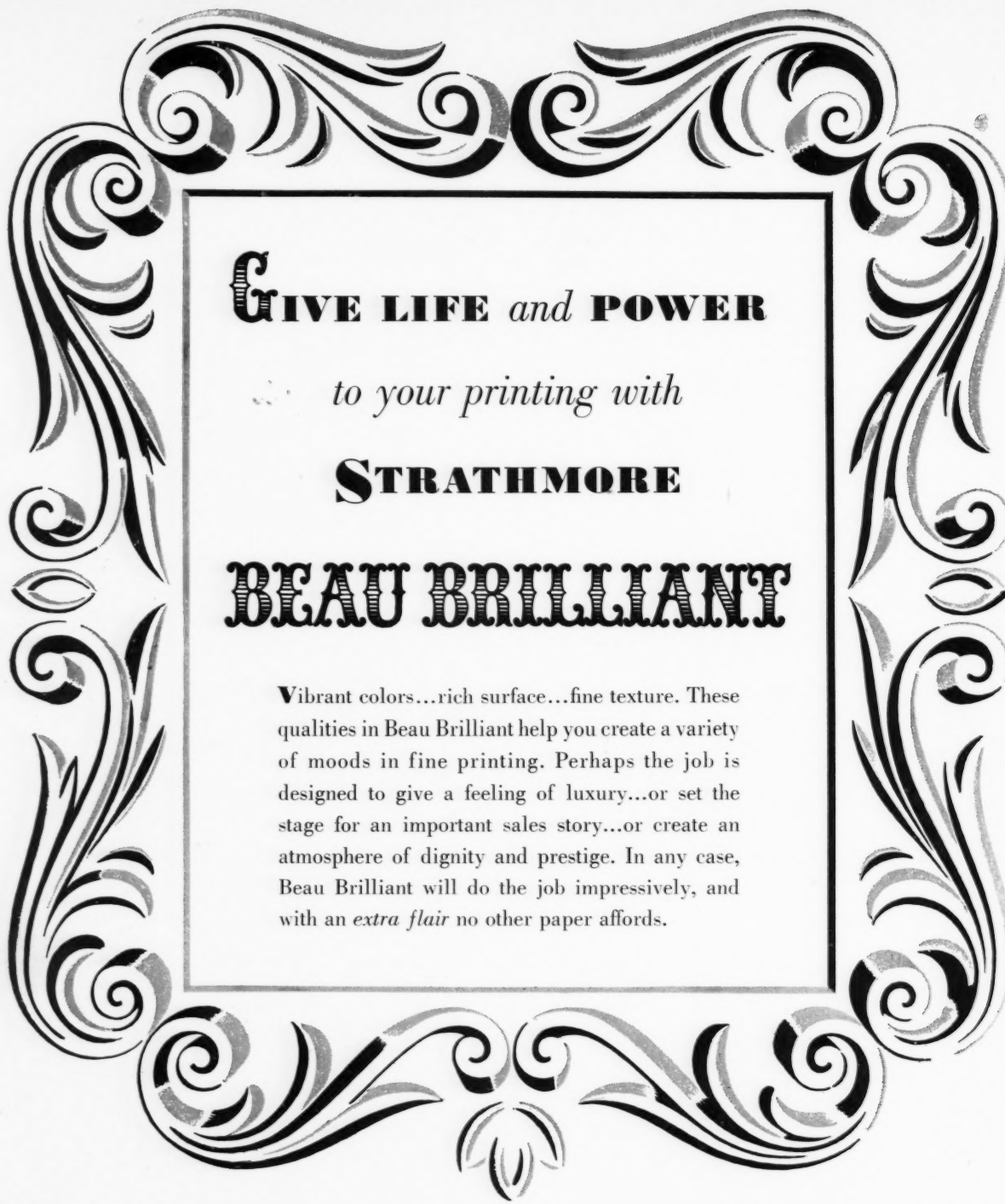
The trip to the mid-west was made to attend the Baby Chick Convention at Majordomo Reese Hicks' invitation. For two "clinic" hours each day we attempted to answer questions about mail selling problems. The rest of the twelve Convention hours were for private consultations. On the fourth day, *your reporter* was supposed to tell the delegates what was wrong with their mail selling technique. *Your reporter* spent most of the first three days learning the chicken business. He probably learned more about chickens than the delegates learned about Direct Mail. Visited all of the exhibits; learned all of the stages in the development of a chick within the shell; inspected incubators; studied diseases; was amazed at the progress made in developing broad-breasted turkey poults. We tried to learn "the language" of these fine people who had come from nearly every state in the Union. We couldn't tell them what was wrong with their Direct Mail until we knew and understood their problems.

On the fourth day we gave specific points in the "Facts of Life" about Direct Mail, which these baby chick operators seemed to need most. On this final day we told them the *one thing* that was most

wrong with their business. And that *one thing* applies to other businesses as well.

In simple language . . . here it is. These Hatchery operators are experts at raising baby chicks. They know incubators, temperatures, humidity, remedies, breeds and all the thousand and one details of this intricate and fascinating business. BUT . . . most of the owners of hatcheries are *rank amateurs* when it comes to selling. Most of the copy is disorganized . . . and that applies to layout too. Most of the copy lacks the simple fundamental formulas which can be applied to all selling. Formulas as simple as—picture, promise, prove, push. In the next issue of *The Reporter* I will attempt to give a brief summary of the formulas that apply to the baby chick industry, for they apply to so many other industries.

This is not a time for amateurs in selling. Sure . . . you must be an expert in the mechanics of your own business, but why not be an expert in Direct Mail selling too? Or employ sales experts? Learn to organize your copy, layout and selling plan. Study selling as thoroughly as you study the other details of hatching chicks . . . or building bridges. H. H.



GIVE LIFE *and* POWER

to your printing with

STRATHMORE

BEAU BRILLIANT

Vibrant colors...rich surface...fine texture. These qualities in Beau Brilliant help you create a variety of moods in fine printing. Perhaps the job is designed to give a feeling of luxury...or set the stage for an important sales story...or create an atmosphere of dignity and prestige. In any case, Beau Brilliant will do the job impressively, and with an *extra flair* no other paper affords.

STRATHMORE

PAPER COMPANY • WEST SPRINGFIELD, MASS.



HOW ABOUT SOME HUMOR?

Let's look through the month's collection of Direct Mail pieces in search of a little humor . . . to balance the serious stuff.

It's hard to find anything really funny. Hope that doesn't mean that humorous pieces are going out of fashion. Good humor is needed in selling. Good humor is needed when the going is tough. Here are some examples of humorous copy that have proved effective.

From Coopers, Kenosha, Wisconsin, comes a report on a limerick campaign used to promote Jockey Underwear. Specimens are like this:

Under a cartoon of a jovial gentleman eating an ice cream cone is:

A weather forecaster named Hawes
Lost his job at the bureau because
Jockey Longs kept him cozy
And so while it froze, he
Predicted warm days without pause,

Another chuckle-producer was the cartoon of a spry old gent and this rhyme:

There was an old man from Pawtucket,
Who wore Jockey Longs and cried, "Look it!
I am happy and blithe
With legs young and lithe,
And at jitterbug dances I truck it!"

There are thirty-odd limericks in the series. Each limerick and its accompanying cartoon is printed in black on the colored side of a post card. Reverse side, white, has a Jockey message, the dealer's name and address, and space for the customer's address.

John K. Northway, of Coopers Sales Promotion Department, has this to say about his limerick campaign:

Casting about for a new form of direct mail which our dealers could use, we hit upon the idea of combining a cartoon and limerick, printed on a penny post card. Our thought was that these limericks and cartoons would be certain to arouse interest, and that they would be a refreshing change from the usual type of direct mail.

We brought them out this spring, with some little worry as to how well they would succeed. We did not give them to retailers, but sold them at prices which started at \$3.50 for 600 cards. The back of the card to carry a selling message and dealer imprint.

In the spring months our dealers bought 694,000 of these cards and reported a very

REPORTER MAIL STOLEN

WAR IN THE MAILS is getting to be anything but funny. On Saturday, August 3rd, the early morning mail was stolen from *The Reporter* offices in between the time the mail man made his first rounds, and the time the girls got to work. Culprits are hard to trace . . . and suspicions do no good. Of course, we have no way of knowing what was in the mail. Readers of *The Reporter* are urged to check their correspondence records. If you wrote us a letter which might have reached us Saturday morning, August 3rd, . . . send us a carbon copy, please. We are naturally spending sleepless nights worrying about the checks or orders which we MIGHT have received.

It won't happen again. Postmen in the future will deliver mail only when that mail can be handed personally to an authorized representative.

SUMMER POST CARDS

THERE SEEMS to be an epidemic this summer of picture post cards used for advertising. And why not? It is a timely and economical way of keeping in touch with customers during the summer season. Usual stunt is to buy up a quantity of picture post cards in the place where the boss, the sales manager or the contact man is spending his vacation. Have a zinc plate made of a standard hand written message. Print the plate in blue ink and then fill in the names and addresses in ink to match. Some of the samples received by *this reporter* have been so good that we have been scratching our heads trying to dope out who in the world these vacationing card-senders are. Put this item in your idea file for future use.

* Illustration from "Gimpy Gale."

CRITICS ADDRESS UNKNOWN

FOLLOWING LETTER RECEIVED BY your reporter addressed to his home in Garden City, in a plain white envelope. Letter was very neatly typed on plain sheet of white paper, and was signed in ink by a G. W. Thompson. Envelope was postmarked Hartford, Connecticut.

"I have read your special bulletin with interest. In answer to your question 'Is This Libel?', I would say that it most certainly is. I see nothing in the column headed 'Utopia' that might be classed as 'lies and deceptions.'"

"Yours are the lies and deceptions. Since when is Germany a nation unfriendly to our country? They have never by a single act or utterance indicated that is so. However, they have every reason to hate us. From the very start of the war, when our President tried to capture the 'Bremen' for his good friend King George, we have tried to harm the Germans in every way.

"You have a nerve to complain about German propaganda, when half of our radio commentators spew out volumes in praise of the British. Of course, none of your funds come from that source. Of course.

"I expect to be in Garden City on the evening of August 18th and will drop in for a little chat, tho I hardly hope to be able to change your viewpoint.

(signed) G. W. Thompson."

To Mr. Thompson: I prefer to have all comments and consultations concerning propaganda at my business office.

Your second paragraph indicates that our views are widely separated. We refer you to our analysis of Hitler's aims in this issue of *The Reporter*.

Criticisms are so much stronger when the critic comes out in the open.

H.H.

ANSWER TO A QUESTIONNAIRE

REPORTER CHET SLOANE of Parents' Magazine sends us the reply to all replies to a questionnaire issued by his company. Here is the message typed on a sheet of white paper, attached to a propaganda bulletin, and mailed in the business reply envelope of Parents' Magazine:

Under a scientifically operated society such as Technocracy proposed, there would be no necessity for such futile and inadequate attempts at research.

Investigate for yourself—you will find out why!

Mrs. N. A. Andersen
2513 Cedar Street
Everett, Wash.

enthusiastic response. That was all the encouragement we needed, and for this fall we have produced a new series which we are promoting in a big way.

Our men have been on the road with the new cards for only two weeks but on the basis of orders received in those two weeks, it looks very much as though we will sell many times the number for fall that we did for spring.

In the lighter vein also were two letters sent by President W. H. Howland of Golden Empire College of Commerce, Chico, California, to high school graduates in Chico. First letter has a filled in heading: "Here is an old Irish Folklore story that is spoiling to be told, Mr. ———." The story goes:

Johnny McManus' Grandfather died——

And left him the *whole of Ireland*—to make a living in—and a SECRET imprisoned in a gold-lacquered box, sealed with a Caduceus: a something that slithered and whispered as he turned the box over and over again, and made him shiver with fear, lest his Grandfather had willed him a Banshee.

The next two paragraphs are typed around a center square in which a photo of the graduate is pasted. The lines of type are all the same length. The story goes on to relate:

Johnny took a last, loving look at Ireland, made a running jump that landed him in the Broad Atlantic, and began swimming frenziedly for the Golden Gate, via Cape Horn—but he *did not forget* to bring his SECRET along. Strapped on his back it buoyed him up with wonderful ease, caused him to burn up the miles of ocean with long swinging strokes that brought him to the Golden Gate, in time for breakfast at Fisherman's Wharf.

The "secret" turns out to be "a chain-like coat of Irish Mail, on which was symmetrically etched TRAIN for LEADERSHIP."

The story is interestingly and humorously presented in this first letter, and is particularly interesting to the graduates receiving it because the "Johnny" around whom the story is woven is a well-known local character.

The follow-up letter is typed in three columns, all lines justifying, and is headed "An Episode at the Bank of America." More blarney, with Johnny brought in again, and emphasis on the value of training for leadership. This letter is also personalized, and signed by the president.

President Howland believes that young people enjoy a "racy paragraph or two"—and gives it to them.

The only other humorous copy we could find this month was on the front page of the house magazine, *Sales Trails*, published monthly by Bulman Bros. Limited, Winnipeg. It is called "The Fable of the Crafty Jap Gypster," and Bulman Bros. credit it to the March 1940 issue of *The Engraver*. Like all good fables, this one points out a moral. In this case, the folly of cut prices. Here's the story:

Now there was once a firm whose Number One executive spake unto himself thusly: "We will Save Ourselves Some Shekels."

So saying the Number One executive did take unto himself a writing machine and did write himself some Epistles.

These he did dispatch Far and Wide to many and sundry Suppliers. And each of these Epistles did have upon it a Message in Like manner:

"Dear Supplier: Our outfit is in the Market for one hundred gross of lead pencils. What is the best Price you can Tempt us with?"

Now it so happened that One of these epistles did fall into the Hands of a crafty supplier who Operated in a far-away land Named Japan. And it happened too that said yellow-hued Operator was Lacking in Scruples.

This Jap supplier did send unto the Number One executive a sample of a very fine pencil. Indeed, the executive wrote Many, Many words with this Sample and he was deeply Impressed. Especially by the Price, which was low, lower in fact than All Other quotations.

So he did Quickly send to the Jap Operator his order for One Hundred gross pencils like unto the sample.

In due time the pencils were Delivered and they did write full well like unto the sample.

Except that when they were Sharpened, it was found that these Cheap pencils did have in them but One inch of lead, the rest being hollow.

Whereupon the executive did Burn Up the cables with a Protest. To which the Crafty Jap did reply Collect—"You got NO Kick coming. The sample too was hollow."

One piece that came in this month looked as though it might be humorous. It was "The Story of Gimpy Gale" and we thought it would turn out to be another "Wilmer Wants to Quit." But not so. Story started with a picture of poor old Gimpy sitting at a cluttered desk. Copy reads:

"This is the story of Gimpy Gale, who was once a star reporter. Now he's caretaker of a newspaper morgue.

"You can see him sitting there in his dusty corner surrounded by the ghosts of forgotten headlines. He presents a pathetic figure amid the rush of what's-happening-now. For it is only in the silence of the nightwatch that he really comes into his own. It is then that he reverently fondles a hallowed file of clippings—ghosts of stories he once covered or wrote. It is then that his fingers, a little stiff now, hesitantly pick out copy like. . . ."

The pages that follow show typical headlines from 1923 to 1940. These headlines are cleverly illustrated, and the ghost of Gimpy appears on each. "Cellophane" is featured as a headline on every page from 1926 on. But the book isn't advertising Cellophane. It's advertising space in The Saturday Evening Post and Ladies' Home Journal. Somehow poor Gimpy gets lost, and we are left wondering about what he had to do with the story in the first place. Art, typography and layouts are excellent, and we were sorry to see something that started out with so much promise, fizzle out in such a vague way.

Getting back to humor . . . how many real humorists are left in the Direct Mail business? If you use *humor* successfully, send your reports.

A G E N T L E M A N

Bill (William E.) Kier (remember the Kier Press?) recently sent us a supply of two-colored cards, which he has been distributing to his customers and prospects out in the Chicago printing field. The card is nicely printed and reads:

A Gentleman . . . is one who, though convinced the world will exact heavy toll for his being one, continues to be one anyway.

Reporter's Note: It is a good thought for these days when Hitler's demon psychologist, Rosenberg, is claiming that when this war is over there will be *no gentlemen left*. It is the personal opinion of *this reporter* (pardon us if we sound sappy) that the best example of Bill Kier's definition is . . . *Bill Kier himself*. It has been my rare privilege to know this gentleman intimately and fondly since 1924, at which time he "sold" me on staying in the direct mail business. He has never slipped in being a shining example of the word . . . *gentleman*.

H. H.

THE REPORTER

SEX APPEAL AGAIN

THAT IS a good looking mailing post card supplied by Modern Miss Footwear. We are reproducing the two color card which



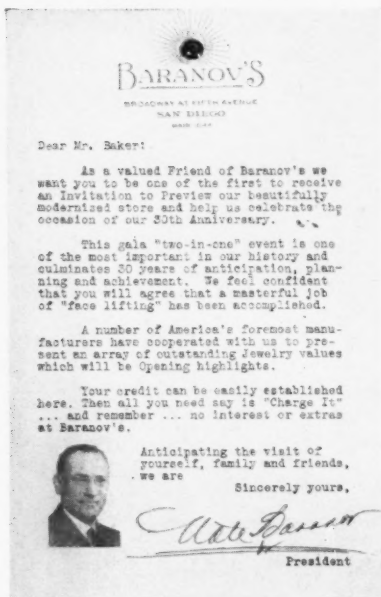
attracted our editorial eye. Being stubborn, we are printing this item over the strenuous objections of the female members of *The Reporter* staff, who claim that this is an inappropriate use of sex appeal. The girls think that the card would have no appeal if mailed to women. We have a hunch the card was used mostly to get the attention of dealers focussed on the Modern Miss promotion. And, anyway girls, we need a few light, frivolous touches in *The Reporter* to counteract the worries of the world.

BULLETIN—OR BEAUTIFUL BOOKLET

UNDER THE TITLE on the embossed, colored, deckle-edge cover of a new 24-page booklet describing Trane Convectors, are the words "Bulletin—S—380." Maybe it is a bulletin to the Trane Company of LaCrosse, Wisconsin; it is also a very beautiful booklet, evidently planned by men who know how to lay out a page, how to use illustrations and color to the best advantage. The booklet explains convection and the Trane Convectors, where and how they are used, and why. Similar explanations have been made before, but not always so artistically. Congratulations to the advertising department of Trane, and to the artists who worked with them on this very fine piece.

LETTERHEAD REALISM

Your reporter has commented before on the use of an imitation diamond to attract attention to a sales letter. We've also talked about die-cuts and realism in direct



mail pieces. Baranov's, a jewelry store at Broadway and Fifth Avenue, San Diego, California, combines several ideas together to obtain a very realistic letterhead. A four page affair,—and there is a round die-cut hole above the name of the store. Tipped onto the third page (imbedded in cotton) is an imitation diamond, which shines through the cut-out hole. Nate Baranov used this letterhead for a special invitation to customers to preview a modernized store on the 30th anniversary.

ABOUT THE FORMAT

REPORTER J. T. CLARK, advertising manager of the Field-Ernst Envelope Company, San Francisco, California, sends an encouraging comment on the format of THE REPORTER. He says that all members of the Field-Ernst organization read THE REPORTER twice, and adds:

If you ever changed the format, you would have a file of complaints. We have always found it best to run through the side headings, pick up the miscellany and then go back and pick up the central portions which are always very interesting to read.

Reporter's Note: So there!!!! But see page twelve, etc., this issue.

A STUDY OF INQUIRY-FOLLOW-UPS



We have frequently mentioned good or bad examples of material used to answer inquiries that come as a result of space advertising. This month we present a comprehensive study of all of the material offered in one issue of a national publication.

Our thanks are due Charles V. Morris, the energetic and alert Sales Manager of the J. E. Linde Paper Company, for collecting the material. As the basis for a talk to industrial advertisers, Charlie took a single issue of the magazine *American Home*, clipped every coupon, sent coins and stamps for every booklet offered . . . and amassed an amazing and interesting collection of mailing pieces as a result. Taken altogether, the pieces weigh close to fifteen pounds, fill five portfolios. Remember, this material came to *one* person, as follow-up to the advertisements in *one* issue of *one* national magazine. Here are the facts:

55 national companies are represented in the collection, not counting the local dealers who also sent material.

There are 54 booklets, measuring from 3" x 5" to 11" x 16", and having from 8 to 116 pages. 10 of the companies represented did not send booklets; one company sent 4. 29 of the booklets have 24 pages or more; 25 have less than 24 pages. 16 are printed in four colors; 7 in three colors; 18 in two colors; 13 in black or one color. Many that we classified as one-color booklets have four-color covers. We won't attempt to criticize the booklets here . . . some of them have been mentioned in *The Reporter* already. They range from very good to very bad. Some are quite elaborate. One company sent two booklets, one of 84 pages, the other of 116 pages, each printed in two colors, each a large size. There are 49 circulars, folders, self-mailers, or other smaller pieces, sent alone in answer to the inquiry or used as follow-ups or enclosures. Many of these are in four colors.

Fifty letters were received. Of these, 10 are typed, 40 processed, and 21 of the processed letters were filled in with the inquirer's name and address. Some of these letters acknowledge the request for information; some are follow-ups sent after the booklet or circular; some are from local dealers to whom the inquirer's name had been sent. And some of them are very, very bad . . . in appearance and in content. It was curious to note that some of the companies that sent the most beautiful booklets followed them

up with very bad letters . . . letters that were filled-in in a very sloppy way, letters full of old bromides and clichés.

Only thirteen of the companies who sent material included reply cards or envelopes or had their local dealers send them.

Twelve included some kind of form to be filled in and returned—a questionnaire, order blank, coupon, or form to check for further information.

Only nineteen gave local dealers' names, or had the local dealers get in touch with the prospect. Only eight took the trouble to send a follow-up.

Five sent samples of material.

Fifteen of the companies sending booklets or other material did not send letters. The one consistent and persistent follow-upper of the 55 advertisers represented was the Olson Rug Co., Chicago. They deserve special mention for their devotion to sound advertising principles.

Conclusions? . . . Draw your own. The only comment we'll make is that many national advertisers would find their expensive literature much more effective if they spent a little more time and thought on the accompanying or follow-up letters.

And this fifteen pounds of material gathered from one issue of one magazine bears mute testimony to the scope and size of Direct Mail.

AN EFFECTIVE COLLECTION LETTER

Miles Kimball, President of Miles Kimball Company, Oshkosh, Wisconsin (publishers and creative printers), writes as follows:

Maybe it won't interest you at all, but if sometime you have a hole to fill up and want to put in a collection letter which is doing a yeoman job, at least for us . . . here's *number seventeen* in a series of letters to collect accounts from six to eight months old.

From the comments which accompany remittances sent in response to this letter it would appear that it builds rather than loses good will for us.

Your reporter doesn't have any holes to fill up, since we are having trouble finding room to print all the news. But this collection letter deserves the space. Wish all of you readers could see an actual example of it. It is multigraphed on a sheet of plain white paper and is stapled into a blue cover similar to a legal document. The copy reads:

Our Accounting Department does solemnly affirm, maintain and assert that you owe us . . . since December 1, 1939.

We hate to get excited about so small an amount. We also dislike the usual "collection letter" that bursts into tears in the first paragraph and yells for the law in the second.

Trouble is, though, that when you and 999 other customers owe us small bills like this, the sum total is something to give our Mr. Kimball a headache. He was absent from school the day they taught arithmetic, but even he knows that you can't meet payrolls without cash.

Seriously . . . we have tried to be good-humored and patient about your account, but it HAS run for more than six months. Won't you please send it *now—by return mail*? Thank you a lot.

MILES KIMBALL COMPANY

If all the collection letters are as good as *number seventeen*, we would like to print the other sixteen.

THE REPORTER

PATRIOTIC COOPERATION

THE MAIL of this reporter is flooded with examples of patriotic stickers, patriotic booklets and patriotic editorials. Some are offered for sale and some are offered for free reprinting by the recipient. The danger is that there will be too many widely scattered movements, and that politics or pet peeves may get intertwined in the patriotism.

A recent example is a booklet issued by C. W. Kelsey of Troy, New York, who issued an 8 page booklet, 3¼" x 6" titled "This is My America." Offered at cost, or recipient can reprint. However, in attempting to resell America, Mr. Kelsey slips into the easy error of criticising our own government, and that is exactly what the Fifth Columnists want us to do. It is a good rule of selling to drive hard along *one major idea*. If we are going to resell America to people who have been poisoned by foreign propaganda, let's stick to the major theme. Let's sell America and its institutions and its doctrines. We should avoid injecting political, religious or racial differences of opinion. Those differences exist in a democracy and always will. But why bring them up when we are trying to "sell" a *unity* of appreciation for the democracy of America.

TESTIMONIAL FOR TESTIMONIALS

RECALLING YOUR REQUEST for results on various tests; here is one that was an eye-opener to me, and particularly pleasing to you perhaps, since it was from the Reporter that I got the idea.

An article some months ago stressed the value of testimonials. Therefore, I got together about twenty of my best samples, and had them printed on the back of my regular stationery.

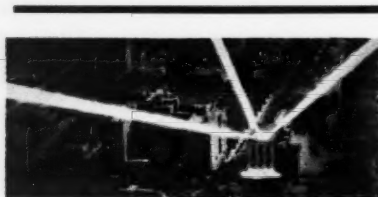
On July 9, 1939, the Presidents of clubs who had just taken office were circularized, without testimonials. On July 9, '40, the new Presidents of these same clubs were circularized with the identical same form letter, but with testimonials on the back, and the word "OVER" printed at the bottom of the face of letter. The result over the first 18 days after returns started coming in, is exactly 38% better than 1939, and I believe when all returns are counted, it will go to 50%.

Yours sincerely,

Jim Ford
Flemington, New Jersey

* * *

Reporter's Note: See?



December 25, 1939

A PREVIEW FOR YOU . . . MRS. REG L. STEIN.

As a special courtesy to you, one of our valued patrons, we are giving you a Preview of Sloane's January Clearance Sale values. The Preview showing starts December 26th and continues to December 30th, prior to the public announcement made through the newspapers, January 2nd.

All departments will participate in this Clearance Sale and reductions range from 10% to 50% and more.

We know that you are interested in fine home furnishings. You may have a Christmas check that you have not already spent mentally. Here is a real opportunity to use that check and to have first choice from our unusual stocks.

We shall be pleased to serve you as we have in the past and may we take this opportunity to thank you for your patronage.

The Season's Greetings and our best wishes for 1940.

Cordially yours,

W. & J. SLOANE
1000 WILSON BLVD.
BEVERLY HILLS, CALIF.

MORE OFF-CENTER FOLDS

IN THE JUNE ISSUE of *The Reporter* we illustrated a clever mailing piece used by Koretz, Kopel, Ideas, Inc., Newark, New Jersey. That indefatigable reporter, Bernard Segal, a.m. of Holland Laundry, Inc., sent us four more examples of clever Koretz folds, says, "thought they would do more good in your file than in mine."

We're very glad to have these samples for the permanent files in the Direct Mail Center. All are simple, clever ways to incorporate a Business Reply Card in an original mailing piece. We can't reproduce them here, but any of you readers who are looking for new ideas for simple folders might write to Seymour Koretz, Raymond-Commerce Building, Newark, and ask for his own folder—"Using My HEAD To Save My HEELS."

ADVERTISING DEFINITION

BURIED ON ONE OF THE BACK PAGES of the April issue was a request for a definition of advertising. I found the note . . . proof that I not only must be able to read but that *THE REPORTER* holds my interest until the back cover. Here's my definition of advertising.

"Advertising is the wind that fills and moves the sails (sales) of the good ship Manufacturer, and thereby causes it to go ahead."

E. R. Turner
Rochester, N. Y.

Reporter's Note: Only trouble with that definition, Mr. Turner, is that you will have to start defining the word "wind." Wouldn't some of the advertising people be slightly embarrassed over that?

A PREVIEW LETTER

Preview sales preceding public announcement in newspaper ads have been a popular technique of stories like Porter's in New Orleans and Hecht's in Washington. *Your reporter* is always glad to get current examples of the same technique. We don't understand why so few stores use this simple sales booster.

Here is a case reported by Guy Burroughs of Burroughs, Inc., 935 South Valencia, Los Angeles, California. Notice the excellent letterhead made by retouching an aerial view of W. & J. Sloane's store in Beverley Hills. Since you can't read the copy on the reproduction, we print the letter, even though *we* do not like the next to last paragraph, where three "we" phrases have been jammed into two short lines.

A Preview For You . . . Mrs. Reg L. Stein.

As a special courtesy to you, one of our valued patrons, we are giving you a Preview of Sloane's January Clearance Sale values. The Preview showing starts December 26th and continues to December 30th, prior to the public announcement made through the newspapers, January 2nd.

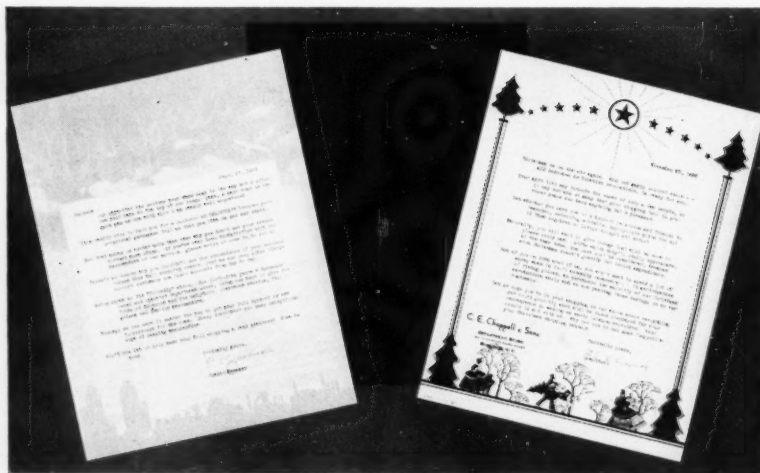
All departments will participate in this Clearance Sale and reductions range from 10% to 50% and more.

We know that you are interested in fine home furnishings. You may have a Christmas check that you have not already spent mentally. Here is a real opportunity to use that check and to have first choice from our unusual stocks.

We shall be pleased to serve you as we have in the past and may we take this opportunity to thank you for your patronage. The Season's Greetings and our best wishes for 1940!

A GOOD DEPARTMENT STORE CAMPAIGN

This report comes to us from Bert Osborn of the Syracuse Letter Company. The campaign was used by C. E. Chappell & Sons, a large department store in Syracuse, New York.



The object was to increase sales among charge account customers whose maximum charge never exceeded more than \$10 at any one time.

The store's credit manager picked out 5000 names of customers who had charge accounts, and whose accounts over a three year period had never run higher than a \$10.00 charge. To these customers three letters were sent.

The "Sky-writing" letter was mailed September 27th. The letterhead is a pleasing, medium blue, with the customer's name written in white chalk.

The second letter was mailed October 30, 1939. While this letter is not personalized, it is an attractive letter, processed in black on yellow paper. It reads:

"CHARGE IT"

THESE ARE YOUR BUY WORDS.

Your good standing—

at our store gives you the right to say "*Charge It*" as often as you care to!

Just as Aladdin had a "magic lamp" to bring him all the things he wished for, these two "magic words" will bring you all you wish for in our store.

You have already established a fine credit rating with us and proven that you are the type of person worthy of credit privileges, so we want to HELP YOU ALL WE CAN to make buying easy. We want you to enjoy the things you would like to have today, instead of waiting.

And here in the 58 departments of our store you will find practically everything you want to make your home more comfortable and life more enjoyable.

So take advantage of your good credit and do your shopping at this big friendly store where you are always sure to receive the highest quality, most dependable merchandise at the very fairest prices.

Come in real soon and buy whatever you wish by simply saying:

"Charge It"

The Christmas letter was mailed November 27th.

The credit manager was astonished at the results. Working on a basis of the maximum charge of \$10 for each account, increase in business over the maximum of \$10 from the time the letters went out until early in March amounted to \$74,263.

Actual cost of the campaign, including stationery, postage and all the work for these 15,000 letters, amounted to \$827. In other words, the cost of getting this additional seventy-four odd thousand dollars worth of business was only a little over 1% of the total sales.

Your reporter should like to receive similar reports . . . and will pass them along as fast as received.

"A LETTER TO THREE SONS" . . .

has been reprinted in booklet form—12 pages, 4" x 5½". Copies are still available at cost of printing and handling. 100 @ 2c each, \$2.00; 500 @ 1¼c each, \$8.75; 1,000 @ 1½c each, \$15.00; 5,000 @ 1c each, \$50.00. More than 75,000 copies have already been distributed by readers of *The Reporter*. Send orders to 17 E. 42nd Street, New York.

THE REPORTER

BUT, SPEAKING OF WIND . . .

OUR SINCERE CONGRATULATIONS to Robert Altshuler and Ralph Gates of 369 Lexington Avenue, New York City (advertising designers) for an excellent and novel booklet titled "There's a fresh wind blowing!"

We reproduce the cover, but the repro-



duction cannot possibly show the beauty of a booklet which is difficult to explain. The heavy weight coated cover has folded flaps inside. The well written message about modern design in advertising occupies only five type pages. But these type pages are printed on an accordian strip of book paper, which is then tipped at one end under the flap behind the front cover. The whole booklet can be opened out and all copy is visible at one time. A super-excellent job of designing.

AGENCY ADVERTISING

ADVERTISING AGENCIES always seem to have trouble in advertising their own services. Copy writers and the layout men get "buck" fever. If you would like to see an A.B.C., 1, 2, 3, Sears, Roebuck-ish explanation of an agency service . . . written so clearly and simply that anyone can understand, try to get a copy of the booklet titled "How Your Business Can Profit through Specialized Counsel on Merchandising . . . Sales Promotion . . . and Direct Advertising" . . . issued by Dickie-Raymond, Inc., 80 Broad Street, Boston, Massachusetts. The job is perfect.

WAR IN THE MAILS SECTION

Compiled by HENRY HOKE

PRELUDE FOR SKEPTICS AND CRITICS

Your reporter started the fight against foreign propaganda in the mails with eyes wide open. We expected critical and crackpot attacks . . . even legal or personal attacks.

The pressure is "on" to ridicule or eliminate our efforts. We have been told by phone, by person or by letter that we "better lay off" because of one or more of the following eight reasons. *Italics in () indicate our answers.*

(1) Our efforts are "as useless as a pebble dropped into Lake Michigan" due to our limited circulation. (*Friends expand the coverage by retelling the story.*)

(2) A larger and stronger publication should have started and continued the crusade. (*That's happening now . . . and who is stopping others from joining?*)

(3) We shouldn't criticize German propaganda without attacking English, French, etc. (*We are attacking all propaganda designed to wreck America. England, and former France, only asked for help. Germany plans disruption.*)

(4) We don't have "the equipment, background, information, or experience necessary to do a good job." (*Well, maybe so—but we do have twenty years of experience in Direct Mail . . . and a sincere desire to keep it clean.*)

(5) Our requests for "fraud orders" were improper because "they jeopardize rights contained in: (a) International postal treaties, (b) Postal laws and regulations, (c) Constitutional privileges." (*If we do not now have laws to bar the destructive campaigns of foreign spies and saboteurs—let's get some laws quick. Efforts to "protect" the German campaign on these grounds are SUSPICIOUS.*)

(6) We have no right as a Direct Mail magazine to branch out of our field and attack propaganda. (*Bunk! Any misuse of the mail should get our attention. Any threat to America demands the attention of any editor—although some editors succumb to outside pressure.*)

(7) By getting so far afield and by "antagonizing so many people" we run the chance of losing our magazine and losing "our reputation in the field." (*I'd rather lose both magazine and reputation—than remain silent*

during an avalanche of pollution of the mail. The fellows who kept silent too long in Holland, Belgium, France, etc., etc., have little to look forward to . . . and not much left to lose.)

(8) The German propaganda campaign is "so small and insignificant" that we should not waste space on it. (*We can prove the enormous volume of the propaganda campaign—but check us on the fact that we've added extra pages to carry propaganda story—and devote our usual space to legitimate Direct Mail.*)

* * *

Those are some of the criticisms—or the arguments to make us stop. We've even been criticized for trying to sell our advertising space on the basis of "reader interest."

Your reporter will not stop campaigning against destructive propaganda in the mails until *something is done about it*. We herewith present startling evidence on how Germany is flooding our Post Office system with literature . . . and how Germany is making our mailmen deliver it without payment to the U.S.A. for delivery. Imagine that! We also present a summary of previous evidence to make the case complete in one manuscript . . . and we then give our suggestions for possible solutions.

One critical case demands notice. On June 18th, Thomas Quinn Beesley, President of National Council of Business Mail Users, Inc., Washington, D. C., wrote to the Honorable Walter E. Kelley, Assistant to Solicitor of Post Office Department, Washington, D. C. T.Q.B. said that he was *amused* by our "War in the Mails" article and continued . . . "The amusement consists in the fact that Henry naively rewrites the Constitution of the United States, the United States code, and the Postal Laws and Regulations, all without benefit of Congressional action!"

He apologized to the Assistant Solicitor in these words: "I note that Henry urges his readers to write to Post Office officials in Washington and give you their views. It is regrettable that so totally unnecessary an extra burden of correspondence will be imposed upon the Department in general and you in particular, at a time when you are confronted with so many really important

problems. I hope the Department will not judge the field of direct advertising by Henry's regrettable performance in this matter."

What could be more important than the welfare of this country?

Since June 18th, the correspondence between Washington and New York has been hot and heavy, with Mr. Beesley sending carbons of his letters to an undeterminable number of people. We resent and fail to understand both the attitude and the interference of T. Q. Beesley.

The Post Office Department prepared a *Form letter* (stating inability to act) to answer all the letters from readers of THE REPORTER. In spite of that I still claim!!! that the Post Office officials should, and do, want to know how Americans feel about postal matters and that if the Post Office, the F.B.I. and Navy Intelli-

gence are hamstrung by antiquated laws,—*something should be done about it quick.* (With or without Mr. Beesley's lobbying advice.)

If the revelation of the misuse of the mail by Germany is *amusing* to anyone . . . it's beyond me. If the International Postal Union Agreements permit Germany to get its cancerous mail carried *free* in the U.S.A.—then the Agreement with Germany should be scrapped *at once.* (The Postal Union Treaties were not designed for this emergency of madness.)

So to our critics we say—save your breath! We'll keep plugging along until enough people howl loud enough *to get something done.* That time may not be far distant. I urge every friend I have in the Direct Mail business to confound the obstructionists and to fight for America by taking definite, immediate action on the proposals submitted on the following pages.

THE FRAUD CASE AGAINST NAZI-GERMANY

How Germany is using the U. S. Mail without paying for it. How Germany is poisoning the mail with shady facts and doctrines. A simple explanation of the evidence already presented to Post Office officials, Navy Intelligence and to the Federal Bureau of Investigation. German campaign in the mails is shielded and protected by present U. S. A. laws. Unselfish, patriotic action by business men needed to force change in laws.

* * *

Before attempting to analyze or evaluate dangers of the German campaign in the mails, it is necessary to do some straight thinking on two preliminary points, namely: (1) the power of Direct Mail, and (2) the fundamental aims of Hitler-controlled Germany.

THE POWER OF DIRECT MAIL

It has long been recognized by advertisers that the inherent value of Direct Mail lies in its *selectivity* and its *secretiveness*. That is, any advertiser can carefully select the individual names of prospects, and that advertiser can approach those prospects individually and personally through the mails. A repetition of these selling messages will eventually wear down sales resistance . . . will eventually influence the thinking of individuals and will stimulate some definitely desired action.

It is necessary also to realize that Direct Mail as a form of advertising was killed off in Germany five or six years ago partly because Direct Mail was being used to undermine Hitler's dictatorship. But, the powers that

be in Germany realize the power of Direct Mail, and they preceded their wars in Holland, Denmark, Poland, Belgium and France with the same identical kind of mail advertising campaign that is now being used in America . . . except the American campaign is more elaborate and intensive.

THE AIMS OF GERMANY

In analyzing whether or not the German mail campaign is dangerous to America, it is necessary to study the well authenticated plans of Mr. Hitler.

The basic scheme is . . . to "*divide and conquer.*" The purpose of Mr. Hitler is to stir up discontent and disunion among various groups. Gentiles are to be aligned against Jews, Catholics against Protestants, South against North, Negro against White, Democrat against Republican, or even Democrat against Democrat. Labor against Capital, poor against rich, etc., and, of course, *vice versa.* Divide and conquer. Stir up discontent. Get everyone confused. When the battle starts there is no one unity left to fight.

What has Hitler said about America? (He has said similar things about other countries . . . and he has carried out his threats.)

We give here for the benefit of the skeptics a few of the authenticated quotations, either from Hitler's own book, or from dependable interviews with him.

Hitler speaking—"America is permanently on the brink of revolution. It will be a simple matter for me to produce unrest and revolts in the U.S., so that these gentry will have their hands full with their own affairs."

With the breakdown of the British Empire, Hitler believed he could also break Anglo-Saxon influence in North America and substitute for it the German language and culture as a preliminary step towards incorporating the U. S. in the German world empire. (Reported by Rauschnig.)

Hitler speaking again:

"National Socialism alone is destined to liberate the American people from their ruling clique. I shall undertake this task simultaneously with the restoration of Germany to her leading position in America."

"The German component of the American people will be the source of its political and mental resurrection. The American people is not yet a nation in the ethnographical sense; it is a conglomerate of disparate elements. But it is the raw material of a nation."

"We shall soon train our youth there. And we shall have men whom degenerate Yankeedom will not be able to challenge. We shall succeed in making the new political and social order the universal basis of life in the world."

"I guarantee that at the right moment a new America will exist as our strongest supporter when we are ready to take the stride into overseas space."

"Since the Civil War in which the Southern States were defeated in violation of all historical logic and common sense, the American people have entered upon a plane of political and racial decadence. Nothing but National Socialism can deliver the American people from their oppressors and re-establish the foundation of their national greatness."

It is necessary also to understand Hitler's views concerning religion. In "The Official Guide for the Education of the Hitler Youth" there is a catechism of 50 points, 10 of which pertain to religion. Here is a summary of those 10 points:

Christianity is a religion for slaves and fools.

Christianity and Communism are identical. (Written before German-Russian embrace.)

Christianity does not differentiate between whites and negroes.

The New Testament is a Jewish lie, concocted by the four evangelists, (Matthew, Mark, Luke and John).

The Church is international.

There is no such thing as Christian culture.

Christianity has spoiled the German people.

Christianity is only a substitute and cover for Judaism and was invented by Jews in Rome.

Jesus was a Jew (i.e. a member of a despised race and therefore an object of contempt).

How did Jesus die? Whining on the cross. How did Planetta (the murderer of Dolfuss) die? Shouting "Heil Hitler!" (Like a hero.)

The Ten Commandments are a manifestation of the lowest instincts of humanity.

The new Eternal City is Nuremberg; Rome is doomed. (As the Eternal City.)

In the German "Manual of Modern Military Science" there is an important chapter on the art of propaganda.

It describes "moral war." It tells how people can be aroused against their government, so that they become hopelessly weakened. It emphasizes the *Importance of spreading false news*, so that the "enemy" can be upset and disorganized.

It is necessary to understand and appreciate these theories (combined with a knowledge of the purposes of the totalitarian state) before you can appreciate the true significance of the tremendous campaign being waged in the mails in these United States.

And now ladies and gentlemen . . . taking it for granted that you understand the basic principles described above, *your reporter* presents the cases against Germany.

CASE No. 1

How Germany is using the United States mail without payment of postage

It is a rule of the International Postal Union that the country of original transmission retains all of the money collected for postage on ordinary mail. Country of final distribution delivers *free*. Germany has directed mail campaigns into every country already subdued, but the major effort is now being expended towards America. Since the State of Germany is itself conducting the campaign by mail, all it needs do to get its mail delivered free in the U. S. A. is to *print the postage stamp*. That is exactly what it is doing. These stamps are affixed to the mail issued from Germany. The country receiving the mail for distribution must, under the International Postal Union Agreements, deliver that mail *without any* payment. That means that every piece of mail received from Germany into the United States must be distributed by postal clerks, hauled on our railroads and delivered by our postmen without the United States Post Office receiving one cent revenue. The original Postal Union Treaties were made to avoid International bookkeeping, with the theory that it would all work out in the wash. But, under a new world condition, we have to deliver the German propaganda . . . while it has become increasingly difficult for the United States to send mail to Germany . . . mail which is censored if it gets there at all. *Nothing from Germany is censored* (here).

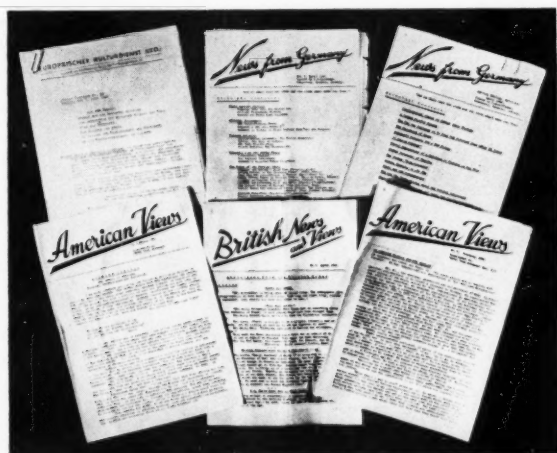
Is the volume of this mail anything to worry about? Here is the story.

The propaganda ministry in Germany has one of the most elaborate mailing lists in the history of Direct Mail. Every German-American in the United States (or everyone tracked down so far), who has relatives living in Germany is listed on this Master mailing list. On the index cards for the Germans residing in America (this includes American citizens) . . . the careful mailing list compilers have indicated the names of the relatives in Germany.

Your reporter is reliably informed that the same kind of mailing lists are being made up for the U. S. A. residing relatives of all people in the conquered countries. Imagine the scope of that!

What do these German-Americans get? Up to the start of the war the mailing campaign from Germany was spasmodic. The German-Americans in this country, and particularly those who are unquestionably loyal to this country, are now thoroughly alarmed . . . because they see how the campaign has increased in intensity until it has reached such proportion that hardly a day goes by without *some kind of a contact from Germany.*

Under the laws of the United States, we have no censorship of the mails. So far it has been impossible to discover the total volume coming in . . . on "neutral" boats, via Siberia . . . etc. Although many German-Americans in this country have been warned not to show the material they receive, and not to approach newspaper offices . . . *your reporter* has managed to obtain specimens of the pieces sent through the mail from Germany bearing German postage stamps.



Here are a few examples: About every two weeks, a 48 page mimeographed bulletin (in English) arrives from Steinberg, Bavaria. It is headed "News from Germany." Sometimes bulletin is changed to read "News from England," but it still arrives from Bavaria. Inserted in some of these issues are four page mimeographed bulletins entitled "American Views."

About once a week there is a bulletin in German. It is mailed from Berlin and entitled: **EUROPAISCHER KULTURDIENST (EKD).**

At spasmodic intervals booklets arrive from various points in Germany, such as Hanover, Emden and Dresden. *Your reporter* has seen twenty-five different types of booklets. They are similar to our Chamber of Commerce booklets. Outwardly, they seem innocuous, but they preach the gospel of the wonder of Hitler-ruled Germany with much ado about music, art, religion, etc.

Several weeks ago, every German-American on this monster master mailing list of propaganda minister Goebbels received a 36 page and cover, 5" x 6 1/4", booklet, entitled "Jew and Gentile" by Otto Edward Lessing, a former American citizen who renounced his citizenship and his role of a college professor to go back to Germany. It is the most violent attack on the Jews yet published. Remember . . . that under the Hitler technique of "divide and conquer" attacks on the Jews become more violent just before the blitzkrieg.



In our first report on "War in the Mails" we referred to the packages shipped via Siberia. These packages of stapled sheets are sent to all German-Americans on lists here for distribution to their friends. Sample we have contains 18 individual sheets stapled together. Each page contains one complete argument. There are attacks on our President, our system of government, on the press, on the Jews, on capital, etc., etc. Fifty of these stapled collections are put in a package, and all recipients are supposed to deliver appropriate sheets to selected individuals. See . . . "divide and conquer."

Next—*your reporter* has samples of folded, handout circulars which arrive in packages ready for distribution. They carry monstrosity pictures showing what happened to the "poor Germans" who were tortured, raped, murdered or maimed by the British, Poles . . . or pick your country.



Size 8 x 10 1/8"

Next—Several months ago, all German-Americans on the master mailing list received a 316 page book, measuring 8" x 10 1/8", bound with a stiff cover and weighing 2 lbs. 4 ounces, entitles: "Die Polnischen Gräueltaten an den Volksdeutschen in Polen."

Postage stamps on *each individual piece* amounted to 1 mark and 50 pfennings . . . equivalent to about 42¢. However . . . and pound this point into your mind . . . the German



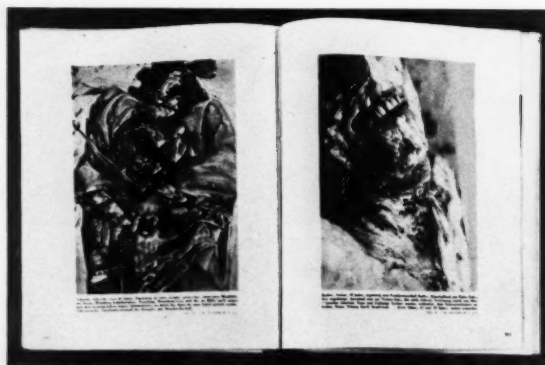
Here are three of the localized booklets received by German-Americans. They come from all sections of Germany and emphasize the "advantages" under the Nazis.

government simply printed the postage stamps . . . the United States mail carriers delivered tons upon tons of these books to the names on the American mailing list . . . *the United States Post Office did not receive one cent recompense for so delivering.* If that doesn't boil-up some of you big users of the mail, who fork over your hard-earned postage cash every time *you make a mailing*, then my faith in the *temper* of American business men will be sadly shattered.

Your reporter is reliably informed that this campaign is intended to keep German-Americans constantly aware of the *watchfulness* of the native country. The horror pictures in the book mentioned just above are so terrifying, repulsive and obscene that the book should have been barred from the mail without considering the International Postal Union. But . . . no censorship.

Those pictures are intended to show what the Jews in Poland did to the Germans. They are also intended to show German-Americans what might happen to them or to their relatives unless Hitler is victorious. "Divide and Conquer" . . . "Heil Hitler" . . . the destroyer of Peace.

And that is not all. German-Americans are solicited



Here is a double spread from the Horror Book which reached Germans in the United States. It was mailed from Germany with postage stamps amounting to 1 mark, 50 pfennings. But the United States Post Office had to deliver without recompense. We picked for reproduction two of the mildest pages so that *The Reporter* would not be barred from the mail.

by *personal contact* for "subscriptions" to support destitute relatives abroad. Hitler agents in this country contact the unfortunate people who happen to be on the master mailing list, mentioning names of relatives. This piece of circumstantial evidence indicates that a copy of that master mailing list is now in the United States. It should be found. The places to look for this master list are the German Embassy or the Consulates located in the United States. Why should any foreign government be allowed to solicit or intimidate citizens of the U. S. A.? There should be no such hyphenated words as German-Americans or Italian-Americans. Citizens of the U. S. A. are either AMERICANS or they are not. Hitler wants to control everyone of German origin.

Your reporter submits that the German campaign is a fraudulent use of the United States mails. It is intended to intimidate Americans of German origin and to secure their cooperation in disrupting the thoughts and the unity of these United States. It is a brazen evasion (or rather . . . a hiding-behind-the-protection) of the International Postal Union, which was designed in the dead days when national leaders were *presumed to be ethical*.

The German government is flooding this country with mail. That source of disruption should be stopped immediately. There are ways to stop it if courageous leaders in Washington will disregard *German-inspired* criticism and *take immediate action*. Readers of *The Reporter* are urged to ask their Congressmen or the high executives of the land to speed action to stop a practice which definitely helped to wreck the fallen countries of Europe. Will we let our own country be wrecked?

Who, now, wants to spring to the defense of the International Postal Union Agreements? We will gladly publish the names of all defenders in the next issue of *The Reporter* . . . unless some method is found to close our doors before that time.

CASE No. 2

The German Library of Information and the Congressional Record

We review briefly, facts previously reported about the work of the German Library of Information. It is located at 17 Battery Place, New York City, in offices next to the German Consulate. Its director is Mathies Schmitz (not a relative of Ernst of German Railroads). Its obvious purpose is to publish a "house organ" entitled "Facts in Review" which was formerly an 8 page, 8½ by 11" affair but on June 17th it was increased to 16 pages and is mailed twice per month and sometimes oftener (lately . . . oftener).

"Facts in Review" is mailed to a master list of approximately 100,000 ministers, school teachers, editors of college papers, newspaper and other *centers of in-*

fluence. Your reporter previously said that "Facts in Review" contains distorted news about the *wonderful* state of affairs in Germany and is intended to disrupt our thinking, our government ! ! ! and is designed to keep America from interfering with the onward march of Hitler's world conquest.

History was made on Thursday, July 18th, when the conservative and dignified New York Times editorially stated that the information issued by the German Library of Information was *tripe* . . . and gave the reasons why.

Your reporter has available proof that there is (or was, before publicity) a direct tie-up between the German Library of Information and Nazi-Sympathizing Senators and Congressmen in Washington. Certain Senators and Congressmen have introduced into the Congressional proceedings, material from "Facts in Review" or speeches favorable to the Nazi cause. These features have been



A few illustrations of "Facts in Review" . . . a sixteen page (formerly eight) house magazine issued by the German Library of Information. The Congressional Record has sometimes carried excerpts . . . and reprints were mailed widely.

reprinted from the Congressional Record in the *government printing office* at Washington, and these reprints have been mailed to the list maintained at the German Library of Information in New York. The practice was discovered by asking that a fictitious name be placed on the German Library of Information list. The fictitious name received "Facts in Review" plus *franked reprints* from Congressmen. There is no way of stopping this traitorous practice under our present laws. There is no way of discovering what, if any, amount of money is paid for the reprints of the Congressional Record, although they are labeled, "not printed at government expense." They were *mailed at government expense* because free franked envelopes were used. Another case of the German government securing the distribution of its propaganda material without paying a cent of postage. "Facts in Review" is of course mailed under permit and postage is paid.

THE REPORTER

The German Library of Information also publishes pamphlets and booklets of various kinds on various subjects. One was an English translation of an expurgated summary of the filthy book mentioned under Case No. 1.

Trying to get some idea of the volume of mail being distributed by the German Library of Information, *your reporter* discovered the name of the printer doing the work. It was the practice of this printer (to make a check-up difficult) to buy envelopes in various lots from various envelope manufacturers and paper merchants. One solitary paper merchant in New York supplied the official printer for the German Library of Information more than one million envelopes of a certain detectable or customary kind in a period of less than six months. Only an official agency of the United States government could know or find out how many envelopes were supplied by other paper merchants and envelope manufacturers. No wonder the total volume of mail in the New York Post Office has remained high in spite of a serious shrinkage in mail selling volume.

There seems to be nothing in our present laws to prevent this avalanche of mail . . . but *your reporter* still sticks to his contention that this campaign is *fraudulent* and, as such, it should be barred from the mail. If we have no law on the books at present . . . an insistent and urgent demand on the part of alarmed business men might force the immediate passage of an Act of Congress preventing *any warring foreign government* or a registered agent of that foreign government, from approaching through the mail or otherwise any resident of the United States of America. How could that possibly jeopardize the freedom of the press? In a state of world emergency, why should any warring and depraved foreign government be allowed to sell its wares to the citizens of the United States . . . and by *wares* we mean the shady doctrines of their form of government as opposed to the doctrines of the United States.

If you people who read *The Reporter* believe that this German campaign constitutes a threat to the United States, keep on writing to the Post Office, even though you get a form letter reply. Supplement your pressure there with appeals to your Congressmen and Senators and to the highest officials of the land.

For the benefit of our critics, who say "why pick on Germany?" *your reporter* expresses his own personal opinion that the British government would heartily endorse such an emergency regulation. We have examined the very little bit of British propaganda that is available, and have yet to find *anything* that is detrimental or opposed to the present form of government in the United States.

Americans cannot and could not make mailings in Germany bragging about the wonderful state of affairs in America. The people over there have to listen to

controlled radio and controlled press. Why, in this period of world emergency, should Germany be allowed to flood the United States mails with the false and treacherous doctrines of the destroyers of peace? That is our platform . . . and we'll stick to it until *something is done*. Who can find a way?

CASE No. 3

Is the German Railroads Information Office a cover-up for other activities?



This is 11 West 57th Street. The German Railroads Office is on the first floor. You cannot buy a ticket for travel in Germany. On the second floor is Mr. Schmitz' office. The Schmitz apartment is on the third floor.

Two months ago *your reporter* very mildly commented on the multigraphed six page bulletin entitled "News Flashes from Germany" issued by the German Railroads Information office at 11 West 57th Street, New York. He explained that these bulletins appeared innocuous but that the news items were deceptive and silly. These bulletins are mailed to travel agents, members of the stock exchange, professional men, and prominent national advertisers.

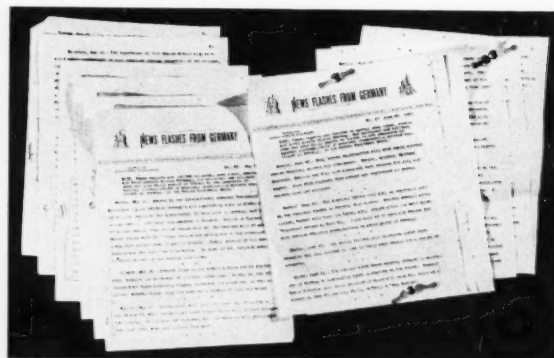
The purpose of these bulletins is to show how wonderful everything is in Germany. But it seems strange to all of those who are helping *your reporter* that the German Railroad Office should remain open while other travel agencies are closed . . . and that the German office has at present more activity and more mailings than in peace time. It is nothing more than a cover-up for other more serious activities.

Following the appearance of our first revelation, Ernst Schmitz, the manager of the German Railroads Information Office sent a letter to the *home of your reporter*, demanding an apology and a retraction . . . with the

implied threat of legal action. As you all know, we refused to apologize or retract and published our refusal in the last issue of *The Reporter*. So far, there has not been any further action by Herr Schmitz . . . but there has been plenty of investigation on the part of those who are aiding *your reporter* in this campaign to defeat the largest Direct Mail campaign ever planned.

If Mr. Schmitz wants to go to court, he will have to answer many questions. Some of them may be extremely embarrassing. For instance, Mr. Schmitz and several of his guests might like to explain the purpose of the many gatherings held in Mr. Schmitz' sumptuous apartment on the third floor above the German Railway Office. Present at these gatherings have been prominent American business men, Navy and Army and American Legion men. . . . Also prominent advertisers, who might, if properly entertained and educated, bring pressure on publishers of newspapers and magazines or on Washington officials to "go easy" on Germany. Mr. Schmitz might like to explain his frequent and long trips around these United States (made much easier by the free passes he holds on all railroads in the United States). Mr. Schmitz might like to explain his tremendous interest in amateur motion pictures and the reason for his unusual devotion to certain phases of the geographical contours of these United States. Mr. Schmitz might also like to explain his vibrant American patriotism exemplified by the energy he expends in helping to promote the National Committee to Keep America Out of War. (Mr. Schmitz is *not* an American citizen . . . Hitler's portrait and the Nazi flag hang in the Schmitz apartment.)

Incidentally, Herr Schmitz must have been interested in the report on Nazi activities in Chile (New York Times, July 17th). Hans Voight, head of German Railways Bureau in Chile (similar position to Mr. Schmitz') was revealed as using his office as a propaganda center and for distribution of thousands of anti-Semitic pamph-



The six page multigraphed news bulletins issued by the German Railroads Information office. They are filled with silly statements about the wonderful state of affairs in Germany. But, don't try to buy a ticket at 11 West 57th Street.

lets. He was expelled from Chile . . . just as Schmitz should be asked to depart from these too hospitable shores.

O. K. Mr. Schmitz . . . go ahead and sue. You know that the German Railroads Information Office (including the silly and false Bulletin Service) is a cover-up for all of your other activities, which include selling (by the von Ribbentrop champagne salesman's technique) American business men the idea that it is not wise to interfere with Hitler's plans. And you solicit their support in trying to keep Congressmen and newspapers from combating Hitler too strongly. There is only one three letter word for you and all the other Nazi agents who are trying to dupe and dope the American public. You are hiding behind the protection of our lenient laws. You are using our mails and our hospitality to defraud. If enough patriotic business men in America demand that our laws be changed . . . your doors will be closed and your activities, including your motion picture addiction, will be stopped.

CASE No. 4

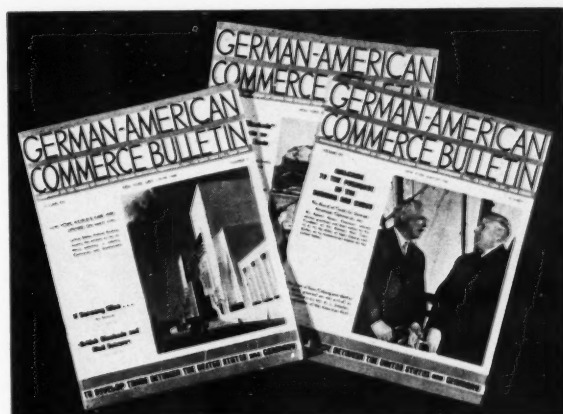
Pressure upon Business

Another activity which has not been previously mentioned in *The Reporter*, but which deserves the serious consideration of business men, is carried on by the Board of Trade for German-American Commerce. This organization was relatively quiet until a short time ago but there have been marked signs of increased activities. The Board of Trade for German-American Commerce is supposedly an American corporation financed by American membership. This membership (which is published) is very impressive. Irrespective of all claims of American control, this organization is Nazi. It has a close tie-in with the German Embassy in Washington and the German Consulate in New York. Several members of the staff are German . . . not German-Americans. Dr. Degener heads the organization. The Board of Trade publishes a monthly magazine . . . well edited and aggressive. It supplies the usual routine information (and bunk) about Germany and stresses the advantages to American business men who play ball with Germany. Dr. Degener has recently been in the Middle West, contacting oil and cotton people. (Congressmen note: Watch for appeasement pressure from oil and cotton groups). We learn that the Dr. is now preparing an elaborate study showing why Americans would profit by doing business with Germany.

Dr. Degener and other members of his organization are focussed at the present time on building up pressure groups which might be counted on to influence Washington to give better treatment to the German cause.

We report this case without further comment. It is

THE REPORTER



The magazine issued by the German-American Board of Trade for German-American commerce is interesting. Read it . . . and you will understand where some of the crackpots who talk of appeasement and unpreparedness get the material for their speeches. This phase of the German campaign is directed toward American business men . . . to get them to play ball with Hitler.

just another example of the tremendous activity through the mail (plus personal follow-up from Westrick types) to influence American thinking and swing it around to the German (freedom-less) point of view.

CASE No. 5

Attack on Government



Size 8½ x 11"

In our previous report we mentioned that the Germans were trying to get a private publisher to issue full text of the so-called "stolen Polish Documents" which "proved" (?) that Roosevelt, Bullitt and Kennedy were trying to get us into the War. Publication had been delayed because four or five history professors had refused to write the foreword. Well . . . the book is finally out. Published by Howell, Soskin & Company, New York, Foreword by C. Hartley Gratten. Who is Gratten? An Australian. A member of a group which publishes a weekly newsletter "Uncensored" . . . which is Anti-Preparedness, and anti-everything. Gratten works with various pacifist groups and helped organize meetings at which *Isolationist Congressmen* spoke.

It is reliably reported that even Mathies Schmitz of German Library of Information opposed printing this mess on grounds it was "hitting below the belt." It must be bad if it hurts the conscience of the head of German Library of Information.

This new book is being distributed "by the ton." Again, the Germans are hiding behind the safety of our

freedom of speech and press to deluge us with disruption. Remember the creed of "Moral War." "Stir up distrust of government." Why should the "Berlin Foreign Office" be allowed to have published in the U. S. A. an attack on the executives of our government? When will this practice be stopped? Would Germany permit the U. S. A. to publish in Germany an attack on Hitler, Goering and Goebbels? Aren't we a bunch of silly suckers?

MISCELLANEOUS CASES

Since the start of our campaign against the German campaign many miscellaneous tips concerning Nazi and Communist activities have arrived at the Direct Mail Center. Those "tips" not pertaining to the campaign in the mail, have been turned over to the proper authorities. Many of the tips have some bearing on individuals connected with the various phases of the Direct Mail Campaign to undermine and disrupt America. Such tips are *valuable* but we will not attempt to outline them here. I may need some of the "Safety-Insurance" contained in *unrevealed evidence* . . . if you get what I mean.

One of the most dangerous developments is the seemingly growing practice among Nazi agents and *Nazi sympathizers* of entertaining (with the Von Ribbentrop technique) prominent business men and large advertisers—some of whom have been weaned to the Nazi way of thinking. Some of them might be surprised to know that they are under investigation. Publishers can help their Government by *reporting* all cases of direct or indirect attempts to *influence editorial policy*.

SUMMARY OF THE CASE AGAINST GERMANY

Your reporter has developed undeniable evidence that Nazi Germany is conducting a tremendous Direct Mail campaign to disrupt thinking in the United States and that this campaign is in full swing. Remember these phases:

- (1) One planned campaign comes from Germany and is directed toward the German-Americans here with relatives in Germany.
- (2) The German Library of Information reaches ministers, school teachers, college paper editors, newspapers and professional men. That Library also handles contacts with members of Congress who are willing to be of help to the "cause."
- (3) The German Railroads Information office keeps spreading its deluding gospel to travel agents, brokers and professional men . . . but much else goes on behind the scenes in the Railroad Offices or on trips around the country which are not confined to the Mail Campaign.

- (4) The Board of Trade for German-American Commerce takes care of contacts with business men, selling them on an appeasement policy . . . and is making a planned effort to disrupt relationships with Canada.

There are many other more or less minor campaigns. It may be possible that *your reporter* has failed to discover other phases of major importance. (We are trying to learn who is responsible for the truthless stories of difficulties of travel in Canada. Who Knows?)

The fact is evident that Americans are being bombarded with the most astounding Direct Mail Campaign ever conceived. Millions of dollars are being poured into the printing of letters, bulletins, booklets and books and the usual devices of the Direct Mail practitioner.

WHAT CAN BE DONE TO STOP THIS

The present freedom-of-speech laws of the United States and the International Postal Union Treaties were made on the assumption that there could be good-will and peace on earth. Our "freedom" laws were designed without a realization that there could be wholesale, murderous banditry in one part of the world—and that this banditry could be directed toward us. Our laws were written for Americans—not for spies and saboteurs within our gates!

The Post Office Department states that it cannot issue a fraud order against foreign propaganda even though the material issued seems deceptive. It is admitted by this reporter that such a fraud order might cause strained diplomatic relations. So what? Aren't we strained?

Under our laws the Post Office cannot censor the mail coming in from abroad. Under the International Postal Union Treaties, the United States *must carry* the mail coming in from Germany without receiving any payment for the distribution. No one will say officially what the volume is . . . but private tips and reliable evidence indicate it is *terrific*. How long will free America stand for this racket? How long will business men who pay their good money for the privilege of using the United States mail . . . see the Post Office carry this disruptive material—material which is helping to hurt all business—your business and mine.

POSSIBLE SOLUTIONS

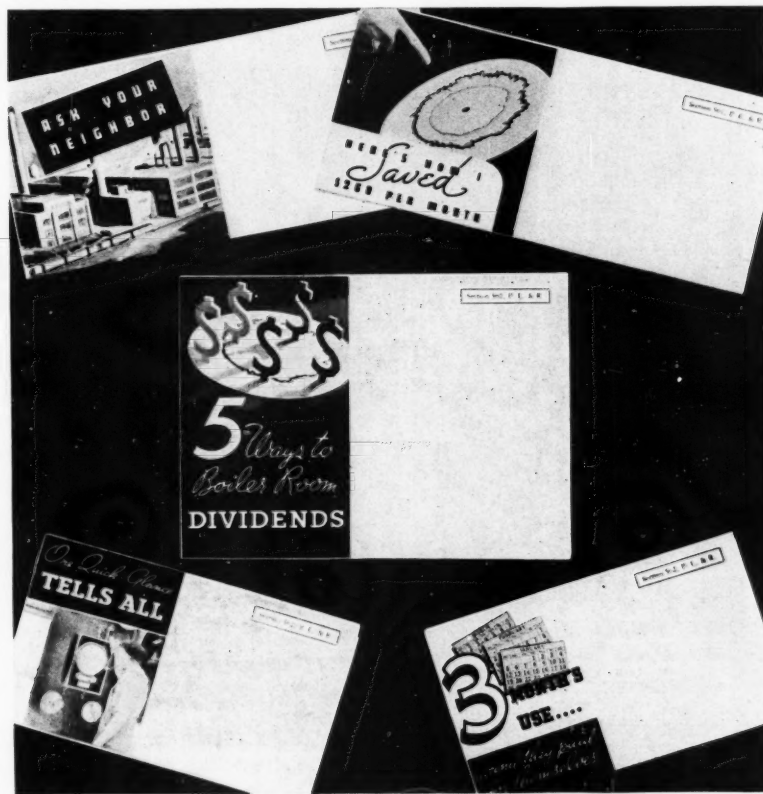
All business mail users . . . all business men and women . . . should give this problem immediate attention and when they have decided in their own minds what should or could be done, they should write or talk to officials of the Post Office Department, members of Congress, or to the executive heads of the government.

In the opinion of *this reporter*, there are two possible solutions . . . short of war. More may be needed.

(Continued on Page 22)

5 to 10-PIECE CAMPAIGN WITH ONE PRESS RUN

Each circular decidedly different—different colors—different sizes—different shapes—yet all done with one printing. Sounds impossible, yet many advertisers have found it not only possible, but very easy to do, and decidedly economical—with Woodbine Duplex Enamel.



This 5-piece campaign, with twelve different colors in paper and ink, was done in two press runs. It is printed in black and green and each folder is in two colors of paper—a different color on each side.

Here is an example showing how you can produce a 10-piece campaign, each piece on paper of different colors, yet produced in one run on the press:

The type and cuts from which the entire campaign is to be printed, are locked up in one large form. Sufficient Woodbine Duplex Enamel is ordered to cover the entire run, one-tenth of the total quantity required in each of the ten color combinations. Say the mailing list includes 5,000 names and 5,000 of each folder is required. When the run is completed there will be 5,000 of each folder in total—500 of each folder on each of the ten color combinations. Divide the mailing list into 10 equal parts. On the first mailing the first section of the list will receive the first folder—on say the Orange and Fawn color combination—the second section of the list will receive the first folder on say the Goldenrod and Primrose combination, etc. When the second mailing is sent out change the order in which the colors are mailed to the different sections of the list and make this change each time a folder is mailed. When completed, all on the list will have received all of the folders in the campaign, each on a different colored paper—the entire campaign was produced in one press run.

This Woodbine Duplex Enamel campaign gives you the high-attention value and selling power of colorful literature—at very moderate cost.

AN "IDEA" PAPER

If you can't prepare your next series of pieces at one time—and follow the economy plan illustrated—Woodbine Duplex offers other advantages.

The creative advertiser will find endless possibilities in its color combinations. Color attracts attention. It increases inquiries. It sells merchandise. With Woodbine Duplex Enamel you have two colors—different on each side—before the printer starts. One press run gives you a highly attractive three-color job.

COLORS AVAILABLE

The wide range provides color combinations suitable for all types of products—from heavy-duty machinery to delicate feminine style items.

| | |
|------------------------|-------------------|
| Orange and Fawn | Suntan and White |
| Emerald and Green | *Canary and White |
| Goldenrod and Primrose | *Black and White |
| Turquoise and India | *Gold and Blue |
| Gray and Rose | *Red and Green |

* Made only in Woodbine Duplex. Enamel—not in Card Stock.



DIE-CUTS—FOLDS—TRIMS

This two-color sheet is not only ideal for novel die-cut pieces, but many interesting mailings have been developed entirely with unusual folds and diagonal trimming. Its contrasting colors are the basis for many pleasantly surprising effects—out-of-the-ordinary pieces at very moderate cost.

IDEA PORTFOLIO FREE

Into this portfolio are assembled many pieces which demonstrate the unique advantages of Woodbine Duplex Enamel. For the Direct Mail advertiser it is a "gold mine" of practical ideas.

There is a wide variety of layout suggestions, novel fold combinations and die-cut pieces. Also sample sheets in all color combinations for making up dummies. Please write for your copy on your business letterhead.

This entire page is an advertisement of

THE APPLETON COATED PAPER CO.
7040 WISCONSIN AVENUE
APPLETON, WISCONSIN

Write for your copy of the free Idea Kit mentioned above. It will be genuinely helpful to you in planning your advertising.



MORRILL
Presents

A WINNER IN SIL-VOR-PLATE

Judging from reports of our customers, who should know, SIL-VOR-PLATE, our newest development in metallics, is sweeping the field. On the basis of pressroom performance and customer reaction, SIL-VOR-PLATE can aptly be termed a prize winner.

Whether on black kraft or Monsanto Vue Pak, whether it be a label stock or a Flint coated sheet—SIL-VOR-PLATE is producing remarkable results.

No muss, no fuss, no mixing. From can to fountain, and you're ready to go.

Whether printing solids or 120 line screen halftones, the impressions are clear, sharp and free from fill-up.

Ask our salesmen to show you our new specimen book on SIL-VOR-PLATE. It is the answer and proof to a thousand problems.

MODERNIZE WITH MORRILL

GEO. H. MORRILL CO.

Division • General Printing Ink Corporation

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston • Philadelphia • Chicago • Detroit • St. Louis • Fort
Worth • Minneapolis • San Francisco • Los Angeles • Seattle

FIRST SOLUTION

An emergency legislative act . . . making it illegal for any foreign government (or its agents) to solicit or approach by mail or in person any *resident* of the United States for the purpose of influencing an acceptance of a form of Government opposed to our own.

This is a job for patriotic lawyers—not for advertising men. **PATRIOTIC**—must be emphasized.

Your reporter realizes that our theory of freedom of press and speech is a sacred heritage. But—the misuse of that “freedom” is more dangerous now than hordes of bombers. We do not ask for a law which would prevent a foreign country, in peaceful pursuit of business, from advertising the advantages of travel (for example). But we sincerely believe that if America is to be kept free . . . freedom of speech and press in America must be an exclusively American right. That is, let American citizens say or write what they wish but bar foreign disrupters. Why should any foreign Government, or its agent, have a right to address me personally in an attempt to sell me on its government or against my government?

We have a Hatch bill limiting political freedom of speech and action . . . and rightly so. For freedom's sake, can't we have a HI-TIME bill limiting international freedom of speech and action? It all seems so simple. Let Congress insist that all foreign approaches to American residents be made through regular diplomatic channels. Let the embassies issue their press releases only through usual channels . . . or through our own State Department, and then trust to the wise use of the material by the defenders of the Freedom of the Press. Isn't that reasonable? Isn't it necessary? Isn't it easy? Pass a law at once allowing the Secretary of State to say to Germany or any other country “Stop approaching through the mail or otherwise any individual resident in this United States. Send all communications through regular diplomatic channels.”

SECOND SOLUTION

Perhaps the only solution is a severance of diplomatic relations with Nazi Germany and an abrogation of the International Postal Union Treaty as far as Nazi Germany is concerned so that the United States will not need to carry the German mail flooding this country. It is obvious that all German agents should be barred. Diplomatic relationships have been strained for many months. The Lords of Germany have been arrogant in flaunting their contempt of the U. S. A. By keeping “Diplomatic Relations” partly maintained—our country allows the flood of Nazi agents and Nazi advertising. But even with a severance of Diplomatic Relations—there would have to be an abrogation of Postal Union Treaty in order to stop the German flood of mail disruption.

(Continued on page 23)

HOWARD BOND

OUR SLOGAN

**"THE NATION'S
BUSINESS
PAPER"**

W H A T ' S T H E N E X T S T E P ?

During the past month, there have been many meetings in the Direct Mail Center. To some of these meetings came business men who were obviously skeptical that this propaganda campaign in the mail was large enough to warrant serious worry. Skeptics wore strange expressions before half of the evidence had been presented. Sometimes when the work day is over *your reporter* goes back over the piles of evidence—inclined to doubt his own eyesight. These things that are happening in America cannot be possible. It can't be true that a country can be disrupted with the very form of advertising that we have fought to bring into prominence for these many years.

On the table before me, as I finish dictating these notes, there is a picture of a monster rally, with an

enormous crowd giving the Nazi salute to both the American and German flag. The picture was taken right here in New York on May 12th, at a so-called "athletic" festival. It was held at Randall's Island, in a municipally owned stadium. There were people in that crowd who did not want to give the Nazi salute, but they gave it because *they were afraid*. That is what is happening in America. People are beginning to get afraid. Direct Mail is being used to make people afraid. The destroyers of Peace even try to strike fear into the heart of any one who dares to criticize them.

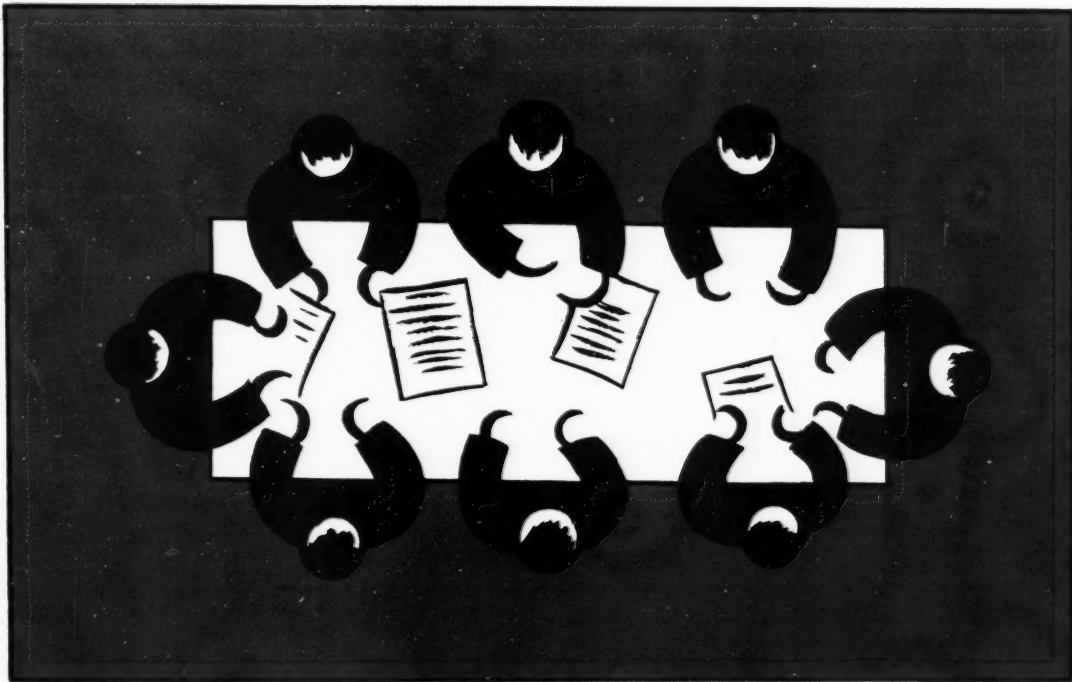
The time has come for action. It is Hi-Time for all mail users and for business leaders to demand that this campaign to disrupt America be stopped—and stopped immediately.



The agents of alien ideologies use our constitutional guarantees as a screen for their plots against us

*Illustration reprinted from
American Legion Magazine*

Let's Plan an American Propaganda Campaign



If all the expert technicians in advertising, merchandising and public relations would get together and unselfishly plan a promotion campaign to solidify and *resell America* . . . there would no longer be any danger from destructive foreign propaganda.

A Challenge to Advertising

Billions of dollars have been voted for the defense of this country; to put armed force behind provocative words; to preserve the American way of life.

And billions more must follow to complete the projected program and to maintain it.

But the astounding thing is that, so far as we are aware, not even a few thousand dollars have been voted for something which is just as essential for our defense as physical preparedness.

We refer to what is commonly called *propaganda*, but what in reality is simply the force behind the old saying, "The pen is mightier than the sword."

Long before Germany could build its *blitzkrieg* war machine; long before its tremendous plans to change the life of the world could take scope, things had to be done to the minds of its citizens. They had to be prepared. The old had to be brought to accept strange concepts of inherited ideas. The young had to be educated to know only a new ideology.

And then, as the program progressed, factual sources had to be dried up or polluted, so that only dictated information would be given out.

All of these things, which require no detailing here because you are thoroughly familiar with them, were prior to the use of arms for aggression.

They paved the way for the horrors to come by changing mental attitudes and plausibly promoting fearful ideas which finally were embraced. So, by robbing the people of their sources of corrective thinking and by feeding them artful lies garnished with emotional appeals, they ultimately became subservient to the demands of their masters.

It has been said that the Germans were able to accomplish their astounding military campaign by utilizing American ideas.

Perhaps, if this is true, the greatest use they made of anything American was of advertising and selling ideas.

For propaganda is a part of advertising and publicity. And we of these United States have done more to develop the art—if art or science it loosely may be called—of advertising to sell goods and ideas than any other nation.

Along with advertising we developed high-pressure selling.

We applied psychology to this business of advertising and selling. And we invented ways and means of carrying the printed and spoken word that have developed a vast industry solely devoted to educating people and persuading people to do what we want them to do—to take whatever action we desire them to take.

The American application of this great force has been, in the main, for the up-building of business—the welfare of mankind.

The German application of this force has been to tear down democratic ideas and ideals.

Not only has Germany used this force, pervertedly, to stupefy the intelligence of its people, but it has employed it in international campaigns to promote its isms. And we, the greatest developers if not the creators of this force, seemingly disregard it in our defense plans and recognize only physical means of protection—planes and battleships and tanks and guns and men.

Of what avail will these things be, even when we have them in the greatest abundance, unless behind them is a national intelligence that can see clearly, weigh understandingly and hold fast to the old truths that are held to be self-evident and yet are being assaulted today on every side?

Where is our Minister (Secretary) of Propaganda—the most important official in the new technique of war?

We immediately should organize all the advertising ability and resources of this country to the end that a vast campaign would start as quickly as possible to accomplish, among other things, these major objectives—

1. So sell democracy and the American way of life that it would become the passionate belief of every citizen; so that our patriotism would become something impregnable.

2. Defeat the insidious doctrines, in both their open and disguised forms, of those against whom we are arming physically while we leave our intelligence front unprotected.

3. Replace fear with courage; doubt with certainty.

If we don't organize to use the weapon of constructive propaganda, to meet the barrages of destructive propaganda, we may eventually find that we can't save democracy for there won't be any democracy to save.

Dictators, rulers, leaders, are set up by peoples. And peoples are only mass minds. Control and direct mass thought and government is what you will it to be. Old stuff—trite! But why don't we recognize the potentialities? There's a great lesson to be learned from what happened at the Republican convention in Philadelphia.

Perhaps it's because, smart as we are in advertising, others have taken this force and shown us the true power of propaganda. Certainly we haven't used it as we should as a weapon of defense.

Take, for example, the position business has been in during these years of the New Deal activities. It has been blamed for all our social, economic and political ills. It has been on the defensive on all fronts, with most of the attacks on it simply part of a totalitarian program of propaganda against capitalistic countries.

And yet business, with the greatest force in the world at its command, the force it developed itself, practically has stood helplessly by while others have artfully used the thing it created in operations designed to destroy it.

Suppose that all business were to pool its advertising and selling resources in a stupendous campaign to change the mental attitude of this country. What do you think would happen?

We predict this:

Such a campaign, with the talent and resources it could command, would shape the future of this country to whatever ends it essayed.

And yet business, big and little, has not even put up a united fight with this force in defense of its place in American life; has poorly used to promote understanding the mighty power it created to promote its wares.

This country needs to be sold on a lot of things, and it needs to be sold on them quickly—as quickly as it needs arms to defend its liberty.

Don't make any mistake about this.

Propaganda is being used more extensively every day to unsell what our forefathers fought for, than it is being used to sell it and to keep it sold.

Morale has been repeatedly stressed in the conflict abroad. Morale is something much influenced by propaganda. For morale has to do with the moral fiber of people and the moral fiber of people is softened or hardened by mental processes.


Someone or some organization in the advertising world should accept the challenge of what the Old World is doing with its tools—advertising, publicity, propaganda—to destroy the New World, and provide us with the defense we need in this field of enemy activity just as urgently as we need defense in the air and water and on land.

For if this is not done we will not win the wars to come.

Civilization no longer can be adequately defended by armament alone. This is a new era with new weapons. And propaganda probably is the most deadly of all.

"WE hold these truths to be self-evident: that all men are created equal; that they are endowed by their Creator with certain inalienable Rights; that among these are Life, Liberty and the pursuit of Happiness; that to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed."

Fighting words that today should be backed by words that fight.



Reporter's Note: Tim Thrift published above article in his personal house magazine "Tim Talks" issued from 64 Salisbury Street, Winchester, Mass. He gave your reporter permission to include it in this presentation. It furnishes the keynote . . . and a meeting of minds.

The REPORTER of Direct Mail Advertising

17 East 42nd Street • New York, N. Y. • VANDERBILT 6-0888

July, 1940

To Friends of The Reporter:

If it is true that it is impossible under our present laws to eliminate destructive foreign propaganda . . . if it is true that America has led the world in proving the power of well-directed advertising . . . then . . . why not plan for an American propaganda campaign such as Tim Thrift suggests? This campaign would naturally include all of the forms of advertising.

From the hundreds of letters I have received since the appearance of "A Letter to Three Sons," I feel safe in promising that the leaders in the Direct Mail Advertising field would gladly donate their services in the preparation, promotion and continuance of a campaign to resell America to Americans.

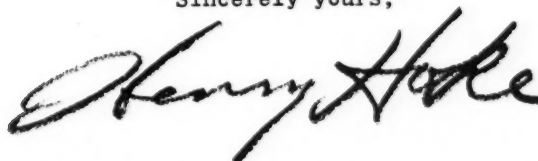
The name "Hi-Timers," suggested in a moment of enthusiasm by Colonel Scott, seems to have struck a responsive chord in the hearts of many fathers and sons. In lieu of a better name, why not organize around that?

I submit preliminary plans for such an organization. The plans are necessarily incomplete because such an undertaking needs the opinions and enthusiasm of many loyal minds. No one person could organize this alone. It should not be controlled by any one group. It should be absolutely impartial and unbiased in all things pertaining to the future welfare of America.

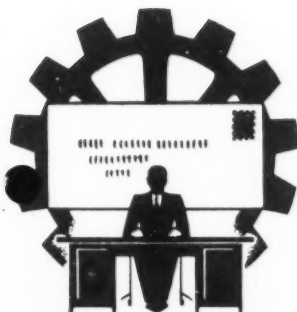
I offer this plan to the advertising fraternity or to any impartial group of business leaders who desire to carry it forward. I want no job out of it, nor any credit. But I'll pledge my wholehearted support and will work in any capacity, behind the scenes, without pay.

It is Hi-Time we all are doing something about this America of ours. And now is the time to start.

Sincerely yours,



P.S. Outline of purposes and suggestions for organization follow on the next five pages.



A PLAN TO ORGANIZE



A symbol to
denote the
challenge . . .

"It is high-time
we are doing
something about
this America
of ours"

NATIONAL ADVISORY BOARD

A representative group of Americans who will organize, support and carry out the Hi-Timer movement. This National Advisory Board should be composed of patriotic, and public-spirited American leaders from all groups of Americans. The number of members of this National Advisory Board depends upon the number of national leaders who will volunteer their services. The leaders can select a leader.

COMMITTEE FOR PRODUCTION AND DISTRIBUTION

The National Advisory Board should immediately organize a national committee of technical experts in all branches of marketing, advertising and public relations. The Production and Distribution Committee should be composed of men and women who are experienced in the creation, production and distribution of radio, press, motion picture, direct mail and other forms of promotion necessary to achieve the desired objectives.

COMMITTEES FOR REGIONAL ORGANIZATION

These committees should consist of outstanding state or regional chairmen who will organize local Hi-Timer sub-committees to carry on the work and use the plan developed by the Production and Distribution Committee. Local groups would consist of business, social service, religious and various kinds of community work.

These local groups could be newly organized or they could be built up from existing organizations such as the Y.M.C.A., Boy Scouts, Local Clubs, or combinations of

PROMOTIONAL OPERATIONS

MASS COVERAGE

For the purposes of this preliminary presentation we leave this division without suggestions. All promotion and publicity efforts in this division should be planned and agreed upon by the representatives of the major forms of advertising who serve on the Committee for Production and Distribution.

It is obvious that all efforts must be coordinated with the same theme carried through in radio, outdoor, car card, newspaper, general magazine and motion picture promotion.

DIRECT ADVERTISING

PLANNING

A Planning Board for Direct Mail, working in cooperation with the National Committee for Production and Distribution, should be composed of leaders in the various ramifications of Direct Mail Advertising. This Board could plan and create the letterheads, booklets, cards, folders, leaflets, stickers and all the necessary literature to put across the story that it is Hi-Time we are doing something about this America of ours.

E THE HI - TIMERS

port and advise the committees neces-
sary. The Advisory Board must be composed
of American life. The organization
national leaders who are willing to

ND DISTRIBUTION

national committee of recognized
public relations. This Committee for
men who can plan and coordinate the
e, direct mail and all other forms of

ANIZATION

nal chairmen, who will appoint and
use the promotion material prepared
ould consist of leaders in industrial,
uilt and already existing organ-
izations of clubs.

ERATION

ISING

MATERIALS

The National Direct Mail Planning Board would
prepare all the necessary art work, copy and plates
for the letterheads, booklets, folders, circulars,
cards, etc., and offer this material to the local
groups for production in each individual commu-
nity. Or plans could be completed for national
production on a share-the-cost basis.

OBJECTIVES

1. To counteract all efforts to undermine our American Democracy.
2. To protect America from the enemies of our peaceful pursuits.
3. To examine all propositions that America should be changed.
4. To maintain the rights which belong to us as a free people.
5. To resell America to all who have been poisoned by destructive propaganda.
6. To recognize that it is Hi-Time we all do something about the indifference toward America's future.

RECOMMENDED PROCEDURE

After the technical specialists on the Production and Distribution Committee have prepared a complete program of advertising and publicity . . . the local groups can organize HI-TIME ACTION by distributing recommended literature, by arranging prepared publicity, and by carrying on all necessary activities and objectives. Possible types of activities are unlimited and could be decided upon by the National Planning Board or local committees.

The activities, of course, would be designed to achieve the objectives suggested in this plan.

RESULTS to be expected

If American Advertising is as good
as it's cracked up to be . . . if America
is as good as we think it is, no one need
guess at the results to be expected from
a coordinated, concentrated, unselfish
campaign to change the indifference that
confronts us into fire and faith and
hope for a free America. Such a cam-
paign would counteract and destroy the
effectiveness of foreign-ism propaganda.
Advertising, plus faith, can do a job
now.

See following page
for suggestions on
material.

Suggested Ideas for the Planning Board



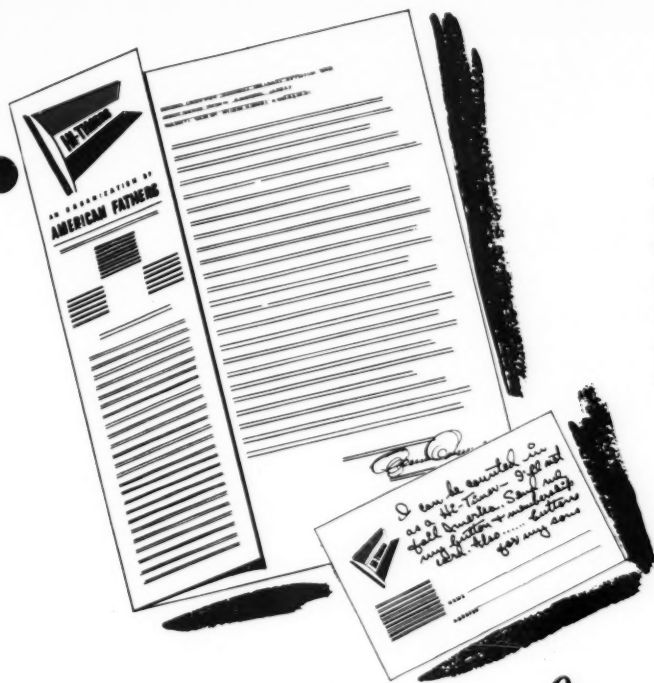
Insignia The Planning Board should create an attractive insignia. The design here is only a suggestion. It would be used for a small button for fathers and sons to wear in their lapels. It could be used for automobile stickers, for imprints on letterheads, for flags, or for many other purposes.



Membership Cards There should be membership cards. They should be made so attractive that fathers and sons will be proud to show them. Cards should carry on the reverse side the creed of the Hi-Timers, which would be written around the six objectives given in the plan.



Hi-Timer Labels The Direct Mail Planning Board should prepare and offer a series of attractive patriotic labels tied in with Hi-Timer activities, and emphasizing the six major objectives. Labels could be used on letters, envelopes, etc. The designs could be blown up for outdoor posters and other displays.



Illustrated Letters

The Organization Committee should have available an attractive illustrated flap-letterhead, listing the names of all the leaders from the various patriotic groups who support the Hi-Timer movement. Inside the flap would be a brief story of objectives, purposes and the material and plans offered. The Committee would use these letterheads in organizing local groups. Duplicate designs could be offered to the local groups for their own promotion activities. Appropriate return cards should be used to secure action from participants.



Inspirational and Educational Booklets

Direct Mail copywriters should plan a series of inspirational and educational booklets and pamphlets telling the story of America and what it means to all of us. One such booklet, as illustrated here, could be an adaptation of a "Letter to Three Sons," but could be amplified to show what America has meant in opportunity and freedom to well known men who had small beginnings. Such booklets should be produced in the American way. Most of the foreign propaganda is either shoddy or elaborately insincere. The American campaign would be professional in appearance and tell the truth. The best writers in America could be enlisted to create this promotion.



Evidence for Doubters

Local committees should be furnished with copy, art work or engravings for the local production of folders which would furnish definite evidence to all who doubt that America is being attacked by foreign propaganda. One folder could include a summary of all of the evidence revealed in THE REPORTER . . . and we gladly donate all of our findings and writings on the subject to the Hi-Timer movement when, as and if organized. We believe that radio commentators and newspaper columnists, such as Walter Winchell, Johannes Steel, George Britt, and others who have specialized in gathering propaganda evidence, would cooperate in combining experiences and abilities in the writing of the evidential folders.

These are just a few suggestions. Get a dozen advertising men in one room at the same time and you will never run out of suggestions. The possibilities in this campaign are unlimited, for the product to be advertised represents the greatest value in the world . . . AMERICA.

ACTION-NOW-FAST

Since the first mention of a possible Hi-Timers Club in "A Letter to Three Sons" (see June Reporter—page 5), hundreds of letters have arrived at the Direct Mail Center, offering to help in formulating a Hi-Timer movement.

Many leaders in business, advertising and the graphic arts have met in the Direct Mail Center to analyze propaganda evidence and to discuss plans for definite action.

The movement has grown beyond the bounds of any one man, or any one publication. From this time on, I want to step aside as the promoter of the idea. It is offered to undiscovered leaders as the contribution of the group that has worked with me in a sincere effort to safeguard the future welfare of America.

What the next step should be . . . only time can tell.

The foreign propaganda that is attacking America is effective because it is highly organized. Millions of dollars are being poured into its promotion. This American plan could be promoted by cooperative action. I would like to see it so organized that no one individual or group would profit by the planning, production or operation of Hi-Timer activities.

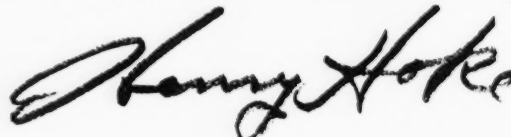
I leave the next step to the friends of advertising and to the loyal friends of America.

Our presentation lacks the one essential of a good advertisement. It fails to ask for some definite action by explaining exactly what the reader is to do.

ACTION in this case must be GENERATED by the leaders who see this presentation. If leaders agree to become LEADERS . . . it won't take long to get action. Action is needed right now . . . fast.

It's Hi-Time we all are doing something about this America of ours.

Sincerely submitted by

A handwritten signature in cursive script, reading "Henry Hoke".

LETTERS ARE INTERESTING

BECAUSE NEARLY EVERYONE is interested in reading letters from people who are enthused over a timely topic . . . and because most of the readers of *The Reporter* are interested in the progress of our campaign to counteract damaging propaganda in the mails . . . we give you excerpts from some of the hundreds of letters received during July.

"A Letter to Three Sons" brought a surprising response. More than 75,000 reprints have been issued so far. Dozens of house magazine editors have asked for (and been granted) permission to reprint. The Y.M.C.A. in Youngstown, Ohio, made a dramatized version of the letter and broadcast it over Station WKBN on Monday evening, July 29. *Your Reporter* has an acetate recording of that broadcast. The program was so well received that the script writers went to work on a 15-minute answer from three sons, and that will be broadcast shortly. Several groups are planning similar broadcasts, and you all may get sick and tired of hearing "A Letter to Three Sons" by the end of September. (National Council of Y.M.C.A. just reported professional recordings being made. These will be spot-broadcast in September.)

Several advertising clubs, such as Louisville, Kentucky, called special meetings at which all of the material concerning the "War in the Mails" was read and analyzed by members.

Paul Talbot discussed the "Letter" in "The Backyard" feature of United Business Service weekly bulletin. So it goes.

You can't blame us for feeling encouraged by all of this. Some encouragement is needed to counter-balance the worrisome phases of a campaign of this nature. But the important point is . . . it is good to know so many true Americans are worried about this Nazi campaign in the mails. That's all America needs . . . a little old-fashioned worrying about the dangers hiding behind a visible security. Keep on worrying. Keep on talking . . . and keep on spreading the news.

But, enough from this reporter. Let's see what some of the other reporters have to say:

* * *

"Why would it not be a step toward solidarity in the direct-mail ranks, to form a special committee at once? Such a group would prove very effective in counter-checking subversive mail activities and would be able to strike back with hitting force. United we stand—divided we fall!"

—A sales promotion manager

"When I saw what you are doing, I immediately got in touch with the White Plains Dispatch, an influential newspaper in the community where I live—and sent them the pamphlets and letters you sent me. I got an answer from the editor in which he said he was going to use your letters as a basis for an editorial. Possibly some of your other members who live in small communities can do the same thing with the local newspapers or with local organizations to which they belong."

—A hardware distributor

* * *

"May your vision remain unlimmed and your courage unflagging—in your one man fight against the vicious misuse of our mails by the forces of evil. I am with you, old man, to the last ditch. Keep it up."

—An industrial designer

* * *

"While I am late in expressing approval of your German propaganda campaign, I'm for it 100%. Maybe we have had things a little too easy and have grown soft—certainly in the past seven years everything has been done to soften us up and make us feel that the things we valued so highly were not all we thought them. But America is sound at the core and will prove it. More power to you and those whose privilege it is to carry the banner."

—Direct Mail planner and producer

* * *

"All power and success to you with your German propaganda fight against their use of direct mail. If I had a million dollars I'd give you all but a quarter for ammunition."

—Public relations counselor

* * *

"Congratulations on the way you handled the effrontery of German Railroads' threat to sue for libel. For colossal nerve I have yet to see their equal. Please let me know if there is any way in which I can be of assistance to you should anything further develop from German Railroads. More power to you and again my hearty and sincere congratulation."

—an executive secretary

* * *

"I don't know whether you need it or not . . . but if it comes to a legal showdown . . . and you cannot get the legal help you need (although I feel certain you will be able to from various sources) . . . I will be happy to start organizing a fund which could be used to defend any such libel lawsuits as the (Dis)Honorable Ernst Schmitz proposes."

—an advertising manager

"The idea of bona fide German travel agencies carrying on in the U.S. at present is plain silly. If they weren't here for some other purpose they wouldn't be here at all. Tell Schmitz, and that guy Hitler, and any others of them, that if they have anything honest to say to come right out and say it."

—a company president

* * *

"That this menace exists cannot be denied. That it demands prompt action and fierce fighting is a foregone conclusion. But how? I think that this is a question that many of your readers may be asking themselves. Recruits for a campaign should not be hard to find. You may enroll me right now and enter my name as one who will do anything to stamp out this insidious infiltration. But any such effort must be organized—it must be directed and have a set plan. No doubt this is already being taken care of and if so, please let us all know about the details so that we may all do our part."

—a sales manager

* * *

"I'd like to have a few more copies of the "Letter to Three Sons," and suggest you make up a regular case history of your correspondence with Der Fuehrer's stooge."

—a sales executive

* * *

"Most of us just seem to take our country too much for granted . . . like our hat, or shoes . . . something indispensable that must be worn out of custom or habit.

"And then to read such a piece as yours, well sir! It makes a person feel prouder than ever of his inheritance . . . and want to shout out from the top of his house . . . 'GOD BLESS AMERICA'."

—a Post Master

* * *

"I want to thank you for a real privilege—that of reading a two-fisted man-to-man letter that rings with the real spirit of our U.S.A."

"It gave me a real thrill and it would be pointless for me to go into detail on the merits of your campaign. I only wish I could do something of material help along the line and be of some assistance to you. If you will jog me as to how it may be done, I'll be happy indeed to dig in."

—a merchandising expert

"Add my name to the list of those congratulating you on your clear-cut and forceful expression of the importance of everyone's 'taking account of stock' and actively thinking about the future of this country at this time."

—a publisher

"I thoroughly enjoyed your letter to your three sons. It is a frank and aggressive commentary on the indisposition that has caused us to take Democracy and Americanism entirely too much for granted, and to become so softened by increasing sophistication that we had 'let down' on our ambition to put in a good lick here and there for the freedom of America."

—an alumni association secretary

"Your idea of 'Hi-Timer's' is most appropriate. I agree with you 100%. It is certainly high time that the fathers of this country impress upon their sons the importance of their participation in the thinking which has to be done if our present form of government is to be maintained and the future of this country is to be assured."

—legal publisher

FOR NEW READERS

or

FRIENDS OF OLD READERS

—A coupon to keep you from Missing the ideas in each big issue of *The Reporter*.

THE REPORTER of Direct Mail Advertising
17 E. 42nd St., New York City

Here is \$_____ for a _____ yr. subscription.

(1 yr.—\$3.00; 2 yr.—\$5.00)

NAME.....

COMPANY.....

STREET.....

CITY.....

STATE.....

"It is my sincere desire to collaborate with whatever other efforts are being made in this direction, and any specific constructive suggestions in this direction would be appreciated. It is my conviction that the effort which concerns many of us should now become consolidated and under unified leadership. I should appreciate your comments on the matter."

—a thinking American

"A LETTER TO THREE SONS in the June Reporter seemed to be addressed directly to me, for it came to my notice just when I had finished attending a scholastic conference made up of a large number of ardent (and highly impractical) pacifists. Their doctrines alarmed me, and I feel this country is faced with a major menace from within as long as teachers and such are able to spread among young people their unworkable and dangerous ideas of non-violent resistance to an invader. They help along the work of alien agents by preaching disarmament, refusal to serve in the armed forces, and so forth. Failing to see the danger in the pacifist program at a time of world anarchy, they become convinced the world should adopt the pacifist program at once and that our country is a good place to start. I feel that a strong effort should be made to debunk such misguided, fanatical crusaders and to awaken the public to the pernicious aspects of pacifist groups."

—a college student

"It's high time we understood that Hitler and Stalin fight first with ideas that confuse, bewilder, and divide the unsuspecting decent people of the democracies until they become, unconsciously, Fifth Columnists of the most pernicious type. It's high time we realized that Democracy must organize [and unify the mental and moral and material forces at its command] to combat the brute forces of fear and hate and greed so rampant in today's grim world."

"It's high time, too, that we realize that Democracy must employ propaganda in word and act and prove, as it can without exaggeration, that it gives far more to the average man than the great slave states of Germany or Russia can ever give him."

—an advertising manager

"My copy of the Reporter is worn to a frazzle, but it's serving a great purpose. All these 'isolationists' who can't believe Germans in America are trying to undermine this country are having their eyes opened by your fine article. Thanks a million! If there is anything at all you think I can do, please feel free to call on me."

—a circulation manager

"A Letter to Three Sons' in the June issue of THE REPORTER is one of the finest things I have found recently. Could we use that article as the basis for a fifteen minute dramatized radio program sponsored by the Youngstown Y.M.C.A. over Station WKBN on Monday, July 29th?"

—a Y.M.C.A. executive secretary

"It's too bad that German propaganda doesn't have a definite odor like skunks, because with the amount of it going around in this country, I think we would have a stench that would make people throw the propagandists out into the middle of the ocean!"

—a sales promotion manager

"I am back of you 100% in your efforts to eliminate anti-American propaganda from the mails. I am increasingly convinced that even intelligent and informed people in the United States have little idea of the gravity of the threat of the international situation to America's interests."

—an association president

"I don't often do this—but I feel as though I would be withholding something if I didn't endorse every word you wrote in 'WAR IN THE MAILS.'"

"Sure, there are great dustclouds being raised. And as usual everyone who has an axe to grind is shouting 'Nazi,' 'Red,' and 'Fifth Columnist' at everyone else against whom he has a real or fancied grievance."

"But underneath all this there is a very real and seriously threatening movement which some day must be dragged out into the open and crushed. The dustcloud raisers make this task more difficult. Your clear and not-too-dispassionate appraisal of the situation makes it easier. Thanks!"

—an advertising manager

"It would seem to me that you are going to much trouble to explain your motives. The issue is clean cut and there is but one consideration involved. Foreign propaganda directed against the security of the United States must be fought by any and every means at our command. If the employment of the Reporter for such a purpose is to be ruled out because it is a publication ordinarily devoted to direct mail advertising, then so is the Atlantic Fisherman because it is ordinarily devoted to fish, and so is every other publication."

"The question of whether you are 'being side-tracked off' your 'main objective in reporting Direct Mail ideas and activities' is a minor consideration. The job you have to do is a far bigger one, and I for one thank God that you have the courage to do it."

—an advertising manager

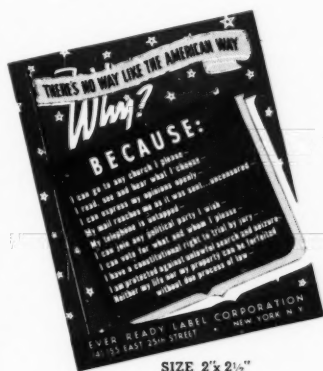


Courtesy Revere Copper & Brass Incorporated

Paul Revere RIDES AGAIN!

★ ★ ★

On April 18th, 1775, with lusty voice and sturdy steed, Paul Revere aroused a country side! In the summer of 1940, his spirit returns to ride again—with Uncle Sam's postal army 140,000 strong, speeding the message of Americanism to the people of a receptive nation. Ever Ready has prepared this series of patriotic stickers as ammunition for WAR IN THE MAIL... WAR against all unAmericanisms that seek to undermine our American principles and ideals. They are priced for patriotic endeavor. Use them on YOUR mail... ride with the spirit of Paul Revere to tell the world there's no way like the AMERICAN WAY!



SIZE 2 1/2 x 2 1/2"
Per Thousand
1,000 at \$1.50
5,000 at \$1.25
10,000 at \$1.00

SIZE 4 x 5"
SAME DESIGN
WINDSHIELD
STICKER
Per Thousand
1,000 at \$3.00
5,000 at \$2.75
10,000 at \$2.50



SIZE 1 1/2 x 2"
Per Thousand
1,000 at \$1.00
5,000 at .85
10,000 at .75

SEND FOR
FREE CATALOG!
528
IDEAS FOR
YOUR BUSINESS.



LABELS RIDE FREE!
LARGE QUANTITIES AT ACTUAL COST!
WIRE - WRITE - PHONE!



SIZE 1 1/4 x 1 1/2"
Per Thousand
1,000 at .75
5,000 at .65
10,000 at .55



SIZE 2 x 3"
Per Thousand
1,000 at \$1.50
5,000 at \$1.35
10,000 at \$1.25



SIZE 1 1/4 x 2"
Per Thousand
1,000 at \$1.00
5,000 at .85
10,000 at .75



SIZE 1 1/8 x 2 1/2"
3 Colors, Series of 12 Quotations
from "Patriots of Yesterday"
Per Thousand
1,000 assorted at \$2.00
5,000 " " \$1.80
10,000 " " \$1.65



SIZE 1 1/8 x 2 1/2"
Three Colors
Per Thousand
1,000 at \$1.50
5,000 at \$1.35
10,000 at \$1.25



SIZE 1 1/2 x 2"
Three Colors
Per Thousand
1,000 at \$1.00
5,000 at .90
10,000 at .80

SIZE 3 1/8 x 6 1/2"
SAME DESIGN
WINDSHIELD
STICKER
Per Thousand
1,000 at \$3.00
5,000 at \$2.75
10,000 at \$2.50

Ever Ready LABEL Corporation
148 EAST 26th STREET, NEW YORK, N. Y.

FOR GERMAN RELIEF?

WOULD YOU LIKE to read the form letter mailed by American Committee for the German Relief Fund, Inc., 331 Madison Avenue, New York City? Forty-seven names of Americans appear on the letter-head. Here is the letter:

The great suffering arising from the war in Europe again calls upon us in America to do our share in extending help to the victims abroad. Countless men, women and children in Germany and within the borders of her protectorates are experiencing the tragic consequences of the present crisis.

Recognizing that thousands of Americans are eager to help, the American Committee for the German Relief Fund was organized for the purpose of collecting and forwarding funds to Germany to alleviate the great suffering.

Praiseworthy attempts have been made by individual groups to raise funds for this purpose, but these endeavors have been limited in their scope. It is, therefore, highly important that a National Committee undertake this great task so that help may be given quickly and effectively.

The American Committee for the German Relief Fund, Inc., provides a central organization through which this can be accomplished. It has been incorporated in the State of New York and operates under Registration No. 291 of the Department of State of the U. S. A. All funds collected will be sent to the agencies in Germany charged with providing medical aid and assistance as well as administration of all relief and welfare work.

We earnestly appeal to you for your generous support. We shall also be grateful to you if you will tell your friends about our organization.

GIVE WITH AN OPEN HAND, AND DO IT NOW!

Confident that you will join in this humanitarian cause, we thank you in the name of those who will benefit by your generosity.

Sincerely yours,

(s) Carl Eggers, M.D.,
President

Please make checks or money orders payable to Albert Delmont Smith, Treasurer, or the American Committee for the German Relief Fund, Inc.

Reporters Note: Dr. Eggers is head of Lenox Hill Hospital, New York.

Readers of *The Reporter* are urged to keep eyes peeled for samples of German Propaganda or solicitations. Send copies to *The Reporter*, 17 E. 42nd Street, N. Y. C.

THE CANADIAN WAY

As mentioned elsewhere, *your reporter* has been criticized for attacking Nazi and Communist propaganda . . . on the grounds that he should also attack English, French, etc. We have repeatedly agreed with our critics that we will print any piece of English or Canadian propaganda which is in the least bit detrimental to the Government of the United States, or to the good neighbor policy.

Failing to find any such propaganda material, we insist upon printing some sort of Canadian propaganda and therefore lift a page from the July issue of *Sales Trails*, the h.m. of Bulman Bros., Limited, Winnipeg, Manitoba. Here is what the Canadians are telling each other and what they are allowing the advertising world to see. We like their frankness and their sincerity. Pay particular attention to the advice given about not displaying the Stars and Stripes. If anyone would like to see the entire Canadian promotion or propaganda campaign . . . visit the Direct Mail Center. Compare the Canadian campaign with the disruptive propaganda of the Nazis and you will see the difference that exists between rank, unadulterated paganism and the doctrines of good will which had their birth some 2,000 years ago in Bethlehem.

BE A GOOD HOST—THE CANADIAN WAY

One of the most important aids to Canada's War Effort will be the influx of United States tourists into Canada. Last year \$275,000,000 was brought to Canada by tourists, mostly from south of the line. This year with U. S. funds at a premium, Canada wants every U. S. dollar she can get in order to buy planes and munitions to help the Allies.

With this aim in view the Canadian Travel Bureau and the Foreign Exchange Control Board are pointing out in their advertising directed towards the United States citizens the following basic points:

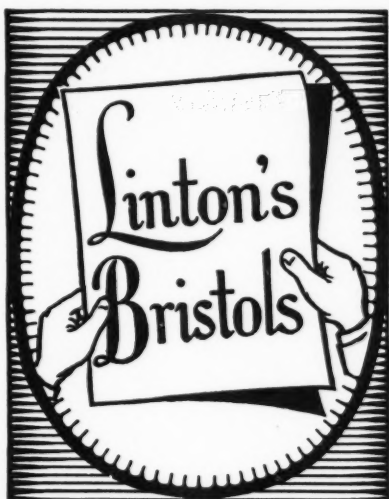
- (1) That there are no new restrictions on tourist travel to this country by citizens of the United States.
- (2) That the American people by travelling in Canada will materially assist both Canada and the Allies in their war effort.
- (3) That the more money United States citizens spend in this country, the greater the number of exchange dollars we will have available to increase our purchases of goods and materials in the United States.
- (4) That every Canadian will pay the premium set by the Foreign Exchange Control Board for every U. S. dollar he or she receives.

In order to carry out this all important tourist drive will require the fullest co-operation of every Canadian. We'll all have to be *good hosts* and treat our U. S. visitors with real Canadian hospitality and goodwill.

To do this we will have to promote a Canadian *atmosphere*. Dr. D. Leo Dolan, chief of the Canadian Travel Bureau, in his recent talk over the CBC network, summed up this prime necessity as follows:

"I believe the great tourist appeal of Canada, is first, the character of our people, our inherent courtesy and hospitality. We like to think that we have impressed upon the American people the fact that when they cross the International boundary line, they have entered a foreign country. It is our simplicity of living, our naturalness and our inherent kindness that makes this country a land of great charm and allure to the visitor from the United States. What I would say is this: Keep Canada Canadian in our tourist effort; maintain to the utmost degree the British and Canadian atmosphere of this Dominion. To those who are in the business of catering to our American friends, may I presume to offer some advice: Refrain this year—and indeed all years—from flying the Stars and Stripes over tourist cabins, hotels, and even hot-dog stands! We should, as a symbol of our traditional position within the Empire, fly the Union Jack! It is no compliment to the United States to use their flag in Canada for commercial purposes. Furthermore, the display of the American flag in this country breaks down the idea we have tried to impress upon United States tourists—that when they cross into Canada they really have "gone foreign."

Then again, there is the possibility of providing for our American tourists, more



BRISTOLS

first **ATTRACT**
then **RETAIN**

ATTENTION

STOCK LINES

INDEX

ACCOUNTANTS
DOCUMENT
TIME CARD

PRINTING

CZAR
GLOSSTONE
LINETONE
QUEEN
ROLLSTONE
THINPLATE

TAG STOCK

DURATAG
WHITAG

LINTON BROTHERS & COMPANY

Fitchburg, Massachusetts

DO YOU REGULARLY SEE OUR BRISTOL "IDEA OF THE MONTH"?
IF NOT, LET US KNOW AND WE WILL SEND IT TO YOU.

A GOOD BEGINNING

CONGRATULATIONS TO Barton Press, Inc., 138 Washington Street, Newark, N. J., for the beginning of a Direct Advertising Campaign that is outstanding in many respects.

The purpose of the first mailing was primarily institutional. Its unique features begin with a well-designed, 9" x 11½" envelope that has an eye-catching red circle in the upper left corner, with the words "Service for the advertiser" printed prominently at an angle. Red arrows lead from the upper left corner to a black outlined space for the address. An 8½" x 11" folder employs both letter-press and offset printing, cleverly combined so that each is readily identified and each proves the excellence of the Barton facilities. Along with the folder is an 8½" x 11" cardboard with a stand-up, die-cut calendar and a return post card inserted in slots. The calendar provides a clever merchandising stunt—it is presented with the advertiser's compliments . . . and an economical price is quoted. The Business Reply Card is to be returned for more information about "SERVICE for the advertiser." The name "Barton" is repeated down the right side of this card, instead of the usual lines.

The whole ensemble provides a simple mailing that is outstanding.

and better Canadian foods. This year, I think we should specialize particularly on presenting to American tourists, menus which feature Canadian foods and Canadian delicacies, thus we provide a greater market for the products of Canadian farms and Canadian fisheries.

So may we not in Canada, as part of this Empire, do our full share to bring about a closer relationship between the people of the United States and Canada through the medium of travel. May we not this summer, by a co-mingling of the people of these two great nations—Canada and the United States—make better known to those who visit us, the ideals for which we stand in this world. For many years, we have been told that Canada is the country which should best interpret the Empire to our neighbors in the Republic to the south. Well, our task at this time is clear and our efforts can, I submit, be most effective insofar as we encourage those of other lands to visit us; to see our nation geared to a war-time effort and yet enjoy a Canadian vacation under a peaceful and tranquil atmosphere.

FOR YOUR CALENDAR

REMEMBER DATES of the 23rd Annual Direct Mail Advertising Association Convention, October 2, 3 and 4 at Chalfonte Haddon Hall, Atlantic City, New Jersey.

For those three days, *your reporter* agrees to be available to all subscribers for consultations on any problems connected with Direct Mail (plus a few other subjects maybe).

We have seen the outline for the Convention Program. D.M.A.A. Committee is holding back complete details so that program can exactly "fit the times" and be as helpful as possible to all delegates. First day to be devoted to Copy (from all angles). Second day to "Dramatizing Your Appeal." Third day for Clinic sessions. It will be hardboiled—down-to-earth stuff. Two subjects alone are worth the cost of trip to Atlantic City. Complete program in next issue.



"It's Great to Live in America"

You can now buy Calendar Blotters and Engraved Calendars for October, November and December, printed in Blue and Red on White stock, bearing the above sentiment.

These can be imprinted with your name and your own special message, and for convenience in mailing they are made to fit a 6¾ envelope.

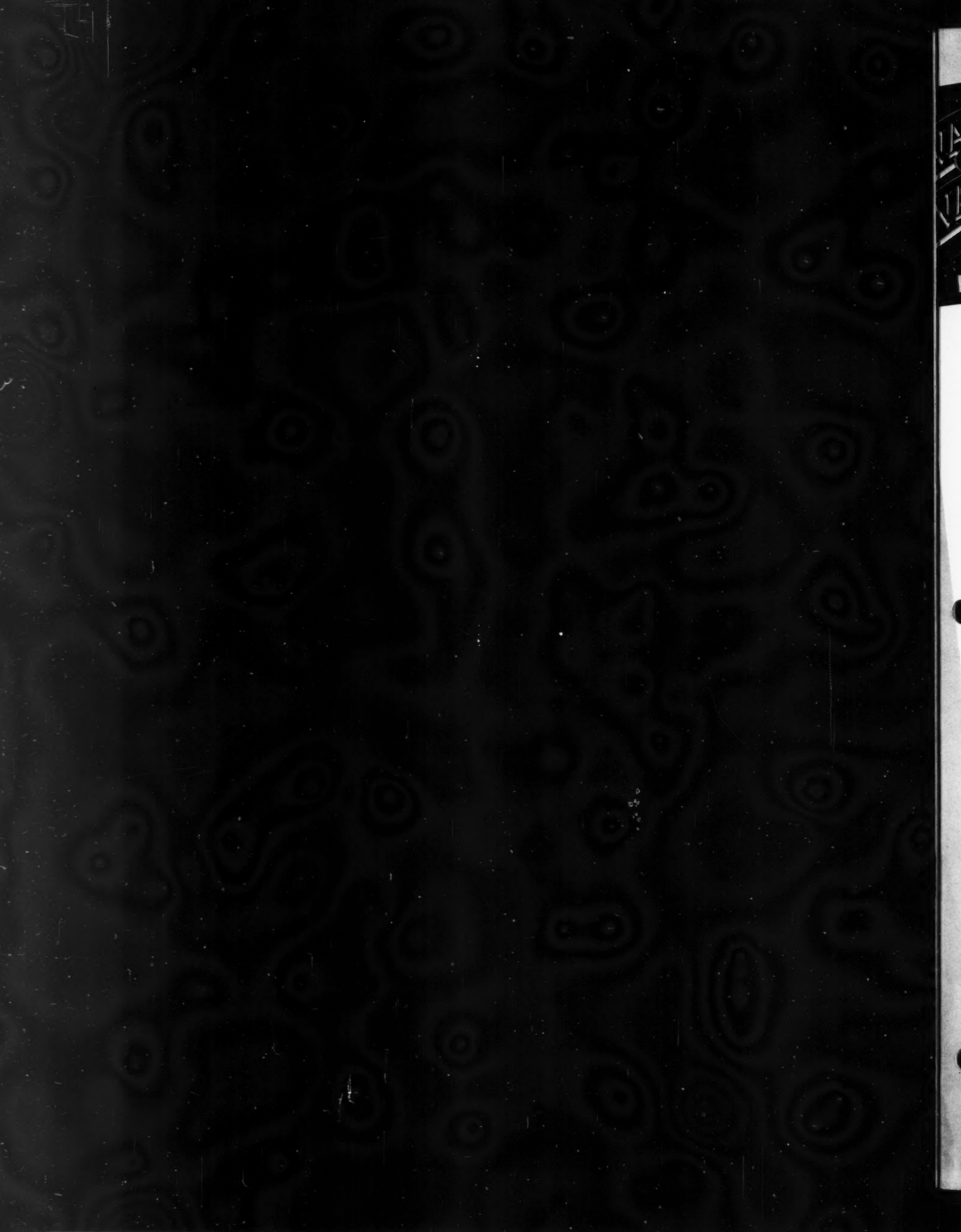
We also offer the picture without calendar, size 13 x 17 inches, either framed or unframed.

A most attractive Photogravure imprint can be put on YOUR OWN LETTERHEADS, so that every letter you write will carry this same sentiment.

Samples of Calendars, Blotters or Imprints sent on request. Write for prices.

There is still territory open for sales representation

WOODBURY & COMPANY, Inc. • WORCESTER MASS.



VARI-TYPER

RALPH C. COXHEAD CORPORATION

333 Sixth Ave New York N. Y.

Of course you've heard about the Vari-Typer... **BUT** do you really know what it's all about? If someone were to ask you "What's a Vari-Typer?", would you reply, "The Vari-Typer is a compact, electric, office composing machine with *changeable type faces and variable spacings*". We hope so; it would show your knowledge of the ideal office composing machine.

We'll review *changeable type faces and variable spacings* quickly (as much as it hurts). The word "changeable" above

is written in a matching italic. All the operator had to do to change to the italic, was to lift a small knob, turn it quickly and the italic was in position for writing...it's as simple as that. (Two types are held in the machine at a time....there are 60 popular English type faces for you to choose from.) By variable spacings, we mean that you can condense 6 lines to the inch, and 10 letters to the inch, to 9 lines to the inch, and 18 letters to the inch. This advantage of flexibility is apparent.

But there are other important features....the automatic justifying mechanism, which stretches copy to give a justified or even-right-hand margin (as on these columns)...the carbon ribbon attachment which feeds fresh 1/4" carbon for each impression....the uniform results obtained on a Vari-Typer because impression is controlled, regardless of the operator's touch....the metal plate mechanism, which facilitates typing direct to metal plates for offset reproduction...the stencil light for writing stencils...the repeat key for increasing impression at will....and many other important features.

MANY DIFFERENT APPLICATIONS

All of the foregoing features make it possible to use Vari-Typer for many different applications. Stencils composed on the Vari-Typer are far superior to any composed on an ordinary typewriter....master copy for photo-offset is most economical and easily prepared on the Vari-Typer. Direct-to-metal-plate composition can be handled better on the Vari-Typer than on any other machine. Master copy for the gelatin or spirit duplicating process composed on Vari-Typer, produces longer runs with clearer results. Large tracings for

blueprinting are economically typed on the Vari-Typer, saving time and money. Distinctive correspondence, library or reference cards, charts or financial statements are more legible when Vari-Typed. This is an incomplete list of the many applications, all economically composed on the same machine with large savings and improved appearance.

HOW MUCH CAN YOU SAVE

We're going to let our users write this story for you:

A Manufacturer says:

"In actual dollars and cents savings we have paid for our Vari-Typer many times over and are now producing almost 100% of our inter-company forms on it. It is also of great value in production of sales manuals. Savings are 40% on this item alone."

A Life Insurance Company reports:

"In preparing material for both offset printing and Multilithing of two new rate books, we saved the entire purchase price of our Vari-Typer within three months."



This copy composed on the Automatic Justifier shown above

A Publishing Company tells us...

"As you know, with this particular book we found that it would have been impossible for us to have printed the book in mono-type but by reducing the cost by the use of Vari-Typer and photo-offset, the publication of the book was permissible at a price that was reasonable."

A Refining Company says:

"We use the Vari-Typer extensively in the preparation of bulletins, lubrication guides and miscellaneous reproductions of technical data." "The Vari-Typer has made it possible to get this material into the field quickly and lends itself to working out effective arrangements of type. It is considered an important unit in our office equipment because of the savings effected in time composition and cost."

We say: The Vari-Typer saves where application exists.

START SAVINGS NOW

You may be losing money by not investigating and using the Vari-Typer. Send today for new demonstration portfolio "How You Can Profit with Vari-Typer"...with actual samples of work produced. It's free, and there is no obligation.

WE'RE USING OUR REGULAR BULLETIN FORM TO GIVE THIS DEMONSTRATION TO READERS OF "THE REPORTER"

HINTS ON TYPOGRAPHY

KURT H. VOLK, known to a number of our readers as a prominent advertising typographer, gave an interesting talk to the Advertising Club of Hartford during the month. While we don't make a point of reporting speeches, several of the points brought out by Mr. Volk are interesting:

The eye is attracted by what looks lively, and therefore there is no substitute for ingenuity in typography. Write your copy with short paragraphs at the beginning. If you must use long copy, intersperse it with sub-headings. Don't capitalize each word in a long sub-heading; lower case is easier to read. The best sub-headings are in the same size as the text type but set in bold caps—but strive to write short captions. Copywriters should visualize copy as the reader will see it and not by the typewritten script.

The art director's job is to get an advertisement seen and the typographer's job is to get it read. Therefore avoid the illegibility of freak typography. The sense of the copy, moreover, decides which type should be used. The five standard styles of one face, ranked in the order of their legibility, are as follows: Roman lower case, italic lower case, small capitals, italic capitals, and last, Roman capitals. No advertisement should use more than two different type faces; emphasis and liveliness should be given to type blocks by the use of different styles of the same face. When setting several words all capitals, they should be letterspaced.

STOP! STOP! STOP!

We stopped our presses to get this item in. Buy at once, read and study the 124 page book just published by Wilfred Funk, Inc.—title "The Fifth Column is Here." Price \$1.00. Written by George Britt, feature writer of New York World Telegram. It is startling, thorough and authentic. Could well be text book for the Hi-Timers.

HOW TO RECOGNIZE A TRAITOR

We print without further comment an interesting and timely article which appeared in June 1940 issue of the Anti-Nazi Bulletin, issued by the Non-Sectarian Anti-Nazi League to Champion Human Rights, Inc., 20 West 47th Street, New York City.

The lowest type of a loathsome parasite which infests the human race is the native traitor.

The foreign or the hyphenated type who betrays the country which feeds, shelters and protects him, is despicable enough and should be crushed under the heel of justice as the poisonous viper he is; but the native traitor who is ready to sell his own country and render it bewildered and helpless against the foreign enemy, has not even that flimsy excuse of mistaken love for the country of his birth. Like a mad dog, he bites the hand that feeds him.

A traitor is not only one who steals the secrets of his country's defenses and sells them to the agents of a foreign power. A traitor is also one who offers aid and comfort to the enemy by spreading his propaganda and doing everything to bring chaos and confusion into his own land.

In every country which the Nazis have conquered or infested, they found, bought or developed native traitors who under the masque of patriotism, criticized and ridiculed everything in their own country, found fault with everything their own government did or planned to do; accused their own government and their own institutions of inefficiency and corruption; incited the citizens against their officials; praised everything, even the meanest, the cruelist, the most inhuman acts of Nazi Germany, and always blamed the Jews for every real or fancied grievance they could dig up. For blaming the Jews is the keystone of the Nazi policy, the entering wedge with which they seek to befoe every issue and render their victim helpless and ready for destruction.

We have these "patriots" here too. You can recognize them very easily. They rave against everything American; rave about America's destiny, meaning the same destiny which the Nazis imposed upon Austria, Czechoslovakia, Norway, Denmark, Holland, Belgium, and France, and they rave against the Jews for everything under the sun from last year's snow to McNazi's bunions.

By their actions ye shall know them. Whenever you hear such arguments, be sure the speakers are traitors in the employ of the Nazis, the mortal enemies of American democracy.

The slinking traitor who steals our secrets of defense and sells them to the enemy, at least risks his miserable life for the dirty pieces of silver he receives. But our native traitors wrap their carcasses in the American flag and seek to hide their stench by an aroma of patriotism. Shun them for the lepers they are.

Fellow citizens, France was defeated because it was betrayed. Awake to the danger of the Traitors in our midst.

DON'T LET THIS HAPPEN IN THE U. S.

B. D.

PIONEER • MOSS
PHOTO - ENGRAVERS SINCE 1872
460 WEST 34TH STREET • NEW YORK MEDALLION
3-0440-1-2-3



A MEMO TO MULTILITH AND MULTIGRAPH OPERATORS!

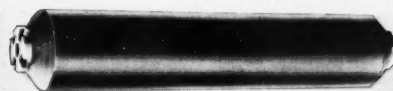


PRODUCE jobs you will be proud of with these outstanding products. Mercury-Lith rollers and blankets and Mercury-Graph rollers are scientifically made to give you excellent printing quality, greater durability and economy in operation. The blanket is cut to fit your press, has great tensile strength, and safest minimum stretch. Years of experience has gone into the development of these important products for Multilith and Multigraph operators. They're sold under an unconditional guarantee of satisfaction. These splendid products have been sold for years and have proven their ability. Sold direct from our factory to you.

**MERCURY-LITH
ROLLERS AND BLANKETS
FOR YOUR MULTILITH**



**MERCURY-GRAPH
ROLLERS
FOR YOUR MULTIGRAPH**



RAPID ROLLER COMPANY

LARGEST PLANT DEVOTED SOLELY TO MANUFACTURE OF ROLLERS AND BLANKETS FOR GRAPHIC ARTS USE

D. M. RAPPORT, Pres.

Federal at 26th Street,

CHICAGO

COLLEGE PROMOTION THAT IS DIFFERENT

WESTERN RESERVE UNIVERSITY, Cleveland, Ohio, is doing a promotional job that stands out from most college and university promotion efforts. (Excepting . . . you know.) Pieces consist of a brochure and broadside, both beautiful, interesting, and well-planned.

The brochure is *Life-size* with bleed cover and "Western Reserve University" across a red band at the bottom. Inside cover is indexed according to the various schools. 32 pages of very fine illustrations and interesting copy present the story of each school and of the university as a whole in appealing fashion.

The broadside (a form not so widely used any more) is a well-planned piece that opens in a logical sequence and, through a judicious use of red and black, photo and copy, presents a dramatic story. Tipped to an inside fold is a Reply Card to be filled in and returned by the prospect who wishes to visit one of the colleges at Western Reserve.

Both pieces are unusually attractive. We'd like to find out later just how effective they have been.

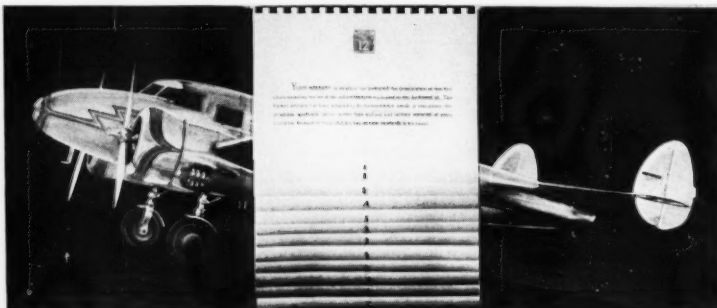
FOR CORRECTING LISTS

LOOKING THROUGH the July issue of Envelope Economics, h.o. of the Tension Envelope Corp., 345 Hudson St., New York City, we ran across an item previously mentioned, but which deserves repeating.

It's about the service offered by the Post Office Department in correcting mailing lists. For a minimum charge of 25c, or 1c per name, the Post Office will correct your lists. Lists should be submitted in card form, rather than on sheets. Your local Postmaster will give you full particulars.

A GOLD PALM TO LOCKHEED

Airplanes have become so common—in the sky, in the news, in advertisements—that the photo of a silvery monoplane doesn't have the attention value it once had. If this is true of the general public, it is certainly true for the buyers of aircraft.



The Lockheed Aircraft Corporation, Burbank, California, stepped far from the commonplace with a new brochure that explains in an intriguing and dramatic way the merits of the Lockheed 12.

The brochure measures 8½" x 11" and has a bright red cover, with the Lockheed trademark and a bottom bleed border printed in black, "12" in gold. The cover is folded twice, opens to 25½". Over the entire width of the inside of this cover is a striking color painting of the Lockheed 12. When the brochure is opened, only the nose and tail of the plane are visible; most of the wing and fuselage is hidden behind 13 sheets that are plastic-bound to the top of the center fold. These 13 sheets are graduated in length, the longest measuring 10½" while the shortest measures only 5". The edges of these pages are printed in gray, shading from light gray at the top to dark gray at the bottom, and there are numbers on each page, from 1 to 12. The underside of each page illustrates the copy on the page below. This copy is presented in twelve sections, e.g., page number 1 deals with Design, number 2, Comfort; number 3, Safety, etc. When the last page has been raised, the whole plane is visible.

The illustrations are beautifully done, and the excellence of the whole job makes it well worth our Gold Palm.

GET CASH WITH ORDER WITH

CHECKVELOPES

WRITE FOR SAMPLES AND PRICES

BERKOWITZ ENVELOPE COMPANY

KANSAS CITY • ST. LOUIS • MINNEAPOLIS • DES MOINES

JONES AND CO. JONESVILLE
Order Blank

BUSINESS REPLY ENVELOPE
JONES AND CO. JONESVILLE

1 ORDER BLANK
2 CHECK
3 REPLY ENVELOPE
All in One!

NO ENVELOPE NECESSARY

By the way, the order blank is a very handy form for ordering envelopes. It has a table for listing quantities and prices, and a section for the order details.

THERE'S A NEW LIGHT-WEIGHT CHAMPION-Valid Onion Skin!

Air Mail and higher postage rates (not to mention the increasing interest in getting the most out of every postage-penny) have zoomed the sale of Light-Weight Papers . . . but few, if any, have zoomed as much as *Valid Onion Skin*. For here's a Light-Weight Paper that's almost too good-looking and strong for its price; it's a shining example of the progress that paper mills have made in giving greater values.

FOR A KNOCKOUT-USE VALID ONION SKIN FOR:

Copies of correspondence, orders, etc. (6 colors for your signal system).

Envelope Enclosures (almost 650 square inches for $\frac{1}{2}$ ounce).

Air Mail Correspondence where complete permanence is not a factor.

Stock Lists (light weight and low cost lets you separate your lists for greater ease in filing and reference).

Acknowledgments (customer's, salesman's and file at little more than the weight of one usual copy).

Filing-space saving (bulk way down; strength ample).

Valid Onion Skin is good for all of these purposes and many more.

It is made by a mill whose production is preponderately of rag papers—which means quality methods throughout. It is made in 6 bright, clean colors, for signal-system use or for added interest in direct-mail use. And it's made in three finishes—a knockout Cockle, and space-saving Glazed and Unglazed.

Of course Valid Onion Skin is all-sulphite. If you need greater permanence, you have two equally impressive papers available, made in the same mill: Anniversary Onion Skin (100% rag), and Dictation Onion Skin (25% rag). Write for Sample Books of any or all of them. Or just ask your printer . . .

Some Notes On Onion Skin

There are about 66 mill brands of Onion Skins on the market. If you can remember three—*Anniversary*, *Dictation* and *Valid*—you're in good shape.

* * *

One big company uses *Anniversary Onion Skin, Linen Finish*, to an extent that would cover an area a mile long by one-half mile wide. *Anniversary* is 100% rag—one of the finest Onion Skins you ever saw.

* * *

Speaking of *Linen Finish*, which you can get in all three of these Onion Skins, it really does things—(1) more carbon copies; (2) less slippage; (3) less smudging. Write for samples.

* * *

More than 13 sheets of Valid, Anniversary, or Dictation Onion Skin weigh less than one ounce. Doesn't that open some possibilities?

* * *

Dictation Onion Skin is made in six colors. It's also made in four finishes. A 25% rag-content paper, it has a great deal more strength and permanence than its price might indicate to you.

* * *

Of course Air Mail has boosted Onion Skin sales immeasurably. Use of Onion Skin often means that an ordinary mail 6-cent letter can go by Air Mail for the same 6c, with added prestige.

* * *

The term "Cockle Finish" is derived, of course, from the Cockle Shell which is corrugated. The corrugations keep the sheets from slipping against the carbon and smudging. And add to the good looks of Onion Skins immeasurably.

* * *

We'd like to send you samples. May we? Just write!

This entire page is, of course, an advertisement of

FOX RIVER PAPER CORPORATION

Mills and General Office: APPLETON, WISCONSIN :: Service Offices in These Cities:
NEW YORK — LOS ANGELES — SAN FRANCISCO

FIRECRACKERS AGAIN

Your reporter always keeps his eyes peeled for good examples of timely Direct Mail . . . that is, pieces tied in with national holidays, news events, etc. The firecracker mailing has always been popular around the Fourth of July but for some strange reason this year, we only saw one example. That one came from our old friends at the Graves Letter Service, 210 Madison Avenue, Memphis, Tennessee. It was a mimeographed letter printed on red paper, speckled with silver powder, folded and die-cut to resemble a firecracker. The fuse was a cord stuck into the end. The theme was "Set off the Fireworks . . . in your Mail Advertising . . . by sending out mailing pieces that will gain favorable attention at the very start." Incidentally the envelope had this message printed in red letters—"Watch out! Here's the Blowoff."

A POSTAL QUIZ

Your reporter recently enjoyed a visit by Granville Rice of Redson-Rice Corporation, 111 North Wacker Drive, Chicago, Illinois. Granville was very proud and rightly so . . . of a new manual of postal information which he has compiled and is distributing through his own organization and cooperating envelope manufacturers. Although we have not seen *all* of the postal information booklets that have been printed, this one seems to be the most complete. We particularly like some of the questions asked in the "information please" department.

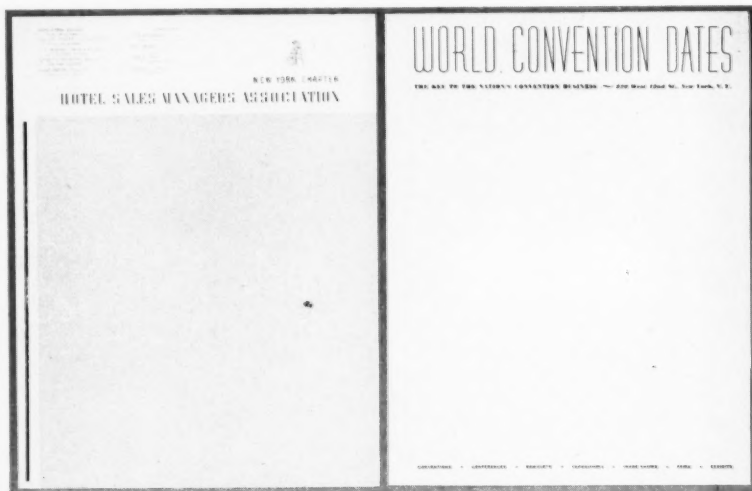
Ques. How many sheets of 20# Bond paper can be mailed for 6c airmail?

Ans. A typewritten letter consisting of four sheets of twenty pound paper, regular letterhead size, enclosed in a size 10 envelope made of substance 28 paper, will travel by Air Mail for six cents. The more extensive use of Air Mail will result in Lower Air Mail rates.

We've asked Mr. Rice to give us a page for an early issue listing some of the really hard questions on postal matters.

HOW'S YOUR LETTERHEAD?

It was a lot of fun a time ago—it seems like quite a long time—collecting and criticising letterheads. We still get requests for letterhead criticism. So . . . here we go again.



Two fine examples start the collection. One is a four-page letterhead designed by George K. Dahl for *World Convention Dates*, 330 West 42nd Street, New York City. Printed in black and red on pebbled paper. Inside pages graphically present "6 Automatic Steps to More Convention Business."

Second good example was designed by Neal Lang, Sales Manager of the Hotel New Yorker, for the New York Chapter of Hotel Sales Managers Association. The title and illustration, and a line down the left side of the page, are printed in maroon. Names and titles of officers and the writing area are printed in a soft grey. Fine paper and engravings make it rich; good layout and design make it unusually attractive.

We're going to start a new collection of good letterheads. Let's have yours. Every now and then we'll praise good examples. Won't promise to criticize all. Remember the old guide to the successful letterhead—it should tell (1) who you are, (2) what you are, and (3) where you are.

OH YES! YOU CAN GET IT* OUT HERE**

Keller-Crescent Co.
EVANSVILLE, INDIANA

*A Complete
Direct Mail Service
under one roof
** . . . in the Mid-
dle - Middle West

**MERCHANDISING PLANS ★ COPY ★ ART ★ TYPOGRAPHY ★ PHOTO-ENGRAVING
4-COLOR PROCESS ★ LETTERPRESS ★ OFFSET-LITHOGRAPHY ★ COLOTYPE**

FACTS ABOUT THE ALL-IMPORTANT MAILING LIST

THE REPORTER has repeatedly mentioned the importance of the mailing list to the Direct Mail Advertiser. It cannot be mentioned too often, for in the opinion of the experts, the mailing list is the most important consideration in a Direct Mail campaign.

A mailing list must be *the* list for your purpose . . . not any old list. *And it must be kept up to date.* It should be flexible and comprehensive . . . to enable you to shoot for business with rifle accuracy or shot gun coverage. It should reveal more than the names and addresses of your prospects . . . facts such as credit ratings, volume of business, population, to enable you to go after department stores rated \$10,000 and over in towns under 10,000 population, grocery jobbers rated \$20,000 and better in the Chicago trading area—or whatever other classifications you wish.

That is easier said than done. A good mailing list library contains thousands of reference books, registers and directories of every sort and description. This material must be completely renewed or checked at least once a year, preferably oftener, in order to keep the lists accurate and up-to-date. Dun & Bradstreet estimated an average of 4581 business changes per day during 1939—a 34% yearly list turnover. The importance of using only new lists compiled from fresh sources cannot be emphasized too strongly.

How is a Direct Mail Advertiser going to keep even *one* list thoroughly up-to-date, classified, checked according to financial strength and credit ratings? A small advertiser finds the expense of list-checking far too great; a large advertiser finds it the job of a complete department. Most advertisers who realize the importance of mailing list accuracy depend on the services offered by a company *whose mailing lists are guaranteed.* Such a company is Advertisers Mailing Service, 915 Broadway, New York City.

This half page is an advertisement for

ADVERTISERS MAILING SERVICE, INC.

915 BROADWAY, NEW YORK, N. Y., ALgonquin 4-6666

Write for Catalog L describing our complete service

ALL UNDER ONE ROOF

Advertisers Mailing Service, Inc., at 915 Broadway, New York City, maintains complete and up-to-date facilities for handling every phase of a Direct Mail campaign—all under one roof. Here the compilation of accurate *mailing lists* is the most important department in the organization . . . and the lists are *guaranteed.* *Private lists* are maintained on metal or fibre plates for all popular addressing systems, thus eliminating the costly upkeep of privately operated addressing departments. *Addressing* is also done on the typewriter or in neat legible handwriting, with names and addresses correctly spelled, spaced, and punctuated. Forms and bulletins are *mimeographed*; letters are *multigraphed*, *personalized.* All *mailing operations* are performed . . . collating, folding, stapling, pasting, inserting, sealing, stamping and mailing. There are departments for *imprinting*, for conducting *mail surveys*, for *contest judging* and the *handling of radio requests.* More than 500 satisfied customers use the services of this organization which is equipped mentally and physically to serve all advertisers who use the mails.

THEY TRAVEL TOGETHER

and both receive attention at the same time . . .

Your catalog and sales letter, or sample and letter, will travel together and both receive attention at the same time when mailed in a

MONO - POST

TWO-COMPARTMENT ENVELOPE

TOGETHER your catalog (or samples) and letter make an effective sales presentation — SEPARATE, no sale! Mail them together in Mono-Posts!



HELP YOURSELF TO INCREASED SALES . . . Clip and Mail this Coupon Today!

CURTIS 1000 INC.



Gentlemen: Send us samples of MONO-POST Envelopes and tell us more about increasing sales through use of Two-Compartment Envelopes.

NAME

FIRM

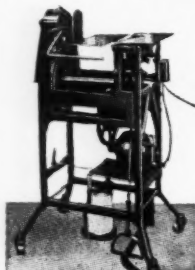
ADDRESS

CURTIS 1000 INC.

342 Capitol Avenue 1000 University Ave. 181 E. 40th Street
HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, OHIO

Tie Your Mail on the Bunn Package Tying Machine

- Ties 20 to 30 Packages per minute.
- Ties all sizes tightly—no adjustments.
- Equals four hand tie-ers.
- Meets Postal Regulations.
- Makes a single wrap long way, double wrap the short way crossing twine underneath package.



Write
For Our
Free Trial
Offer

B. H. BUNN CO.
7607 VINCENNES AVENUE
CHICAGO, ILL.

PROFIT from INCREASED MASS SELLING BY MAIL!

You can get substantial orders direct from the consumer by mail from responsive large outside lists of MAIL ORDER BUYERS!

Write today to Dept. R-8

MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

230 CONGRESS STREET
BOSTON

"MOSELY has the LISTS"

A REPORT FROM AUSTRALIA

P. H. White, Circulation Manager of *The Farmer and Settler Newspaper*, Sydney, Australia, sends an interesting collection of letters and advertising folders.

Ten letters are used in the collection of overdue subscriptions. Space prevents giving all ten, but we will give the first and last:

You are doubtless a very busy man and I don't want to take up any more of your time than is necessary. You have taken the *Farmer and Settler* for a good many years and at the outset I want to thank you for your support.

At this stage of our association together, however, I find myself in a rather difficult position. It may be my own fault—perhaps I should have collected your subscription as each year passed; but rightly or wrongly I didn't and now the account stands at several pounds.

I'm sure you will understand that in times like these, when the cost of newsprint has so greatly increased, it is impossible for me to carry accounts that are a long way in arrears and on these grounds I ask you to pay a portion of the account at least, now. I know you won't let me down. This is a personal appeal to you and I feel sure you'll respond in the spirit in which I'm writing.

I will look forward to hearing from you in a few days and can assure you that your help now will be greatly appreciated.

Yours sincerely,

The amount due is £

The final letter reads:

I have written to you on a good many occasions during the past two years regarding your overdue account for subscription with the *Farmer and Settler* but there has been no response from you so far.

The Accounts Department has asked me to hand over my records, so that action may be taken to recover the amount due by you—but I have persuaded them to give me this last chance to appeal to you again.

I have no desire that our association of many years, through the paper, should end in an unpleasant way and I urge you therefore to send me at least £1:0:0 within 30 days in part payment of the arrears.

I can then arrange terms to enable you to settle the balance by instalments but if I don't hear from you the matter will pass beyond my control.

Reporter White has this to say of the series:

The letters are proving very effective in collecting overdue subscriptions.

For accounts five years and over in arrears, 1, 2, 3, and 4 are used, spaced at intervals of six weeks; then we leave 'em alone for three or four months, following up with 5, 6, 7 and 8 at six weeks intervals. Finally numbers 9 and 10 are posted a month apart in the following year. If no response is secured after another month more drastic steps have to be taken.

So far in two years these letters have brought response from about 70% of the recipients.

All these letters are signed "Uncle Wiseman," a pen name used by the editor and staff and known far and wide in this State. This gives the opportunity for more personal approach and the psychologically significant use of the first person is of advantage.

While the letters themselves are good, we wonder how much of their effectiveness is due to the leisurely way in which they are mailed. We are thinking now of some publications we know whose letters are not bad, but

whose speed and pressure in sending one letter right after another must create bad will that no letter could undo.

The advertising folders are simple, clever, and well written, with the same note of friendly sincerity that characterizes the letters. Of these Mr. White says:

The advertising folders have brought a good deal of new business, and in the case of stubborn prospects, have opened doors hitherto barred to the advertising canvasser, but the last of the series (six in all) has yet to be produced. We will let you have it as soon as possible.

Unfortunately the progress of Direct mail is being held back in Australia to some extent because of lack of paper. The War has greatly affected us in every way, in our industries, in commerce, and in our private lives. We pray God we may go on to victory.

Reporter's Note: It may be a naive or old-fashioned belief, but we still believe that prayers to God are more effective than prayers to a psychopathic dictator.

DRAMATIC INSURANCE CAMPAIGN

The Ohio National Life Insurance Company, Cincinnati, Ohio, has developed an impressive Sales Plan for field use embracing a Direct Mail Campaign and a Visual Sales Portfolio.

The Direct Mail Campaign starts with two teaser postal cards. The first shows a color painting of a cave-man defending his family against a lion. Copy reads, "Do You Know That . . . Primitive man risked life and limb to protect his family against want and suffering? He solved his problem! How? . . . You will receive the answer in a few days. . . . Be on the lookout for it." The second card says that modern man, too, solves his problem in an easy, guaranteed way, and promises that the answer to the question "How?" will arrive in a few days.

The piece that answers the question is a striking broadside. Two-color paintings of men in seven different stages of civilization are contrasted with photographs of modern man. The problems of men through the ages are compared with the problems of today . . . and the solution is given. A Reply Card is tipped to the broadside, with four different insurance plans to be checked for further information.

The Sales Portfolio, used by the salesman who follows up these card inquiries, is well illustrated and stresses, with a minimum of copy, the five fundamental needs for permanent personal and family security. The stiff back cover of the portfolio features a unique chart that affords a dramatic presentation of the prospect's present insurance estate as compared to his needs or desires. Four cut-out columns, showing Clean-up Fund, Salary Continuance, Life Income for Wife, Education Plan for Children, and Retirement Income, are printed in bright green. In each column are two movable, plastic indicators, one red, one yellow, each with a metal arrow that points to figures printed on the outside of the column. The chart is not intended to be statistical in the sense of giving the amount of insurance needed in each individual case, but it demonstrates in a colorful and interesting way the difference between what a man has and what he wants or needs. A pad for the salesman's use slips into a strip stapled on the bottom of the chart.

Direct-Mail Address Costs Cut In Half!

Now you can afford (if you are a large mailer) to use an addressing machine instead of a typewriter on any mailing list addressed *more than once*. This is revolutionary, because heretofore names have had to be addressed at least four times before it was worthwhile to make address plates for them.

Send for circular, "Elliott Starts Addressing Revolution!" Learn how a 3-time addressing on a list of 100,000 names will pay for *both* the Address Cards and the Addressing Machine. And with this new Elliott system you will have no filing cabinets or trays to buy.

Elliott

Addressing Machine Company
127 Albany St. Cambridge, Mass.



Complete TYPESETTING SERVICE

. . . for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. . . . Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

KING TYPESETTING SERVICE

In the McGraw-Hill Building
330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

POCKET THE DIFFERENCE!

The difference between the Order-Velope and the ordinary flat order-envelope form is the completely formed **pocket** that invites confidence on the part of your customers to enclose cash with order.

The difference between the Order-Velope and the separate order form and envelope is the one unit construction that has been proven to increase returns.

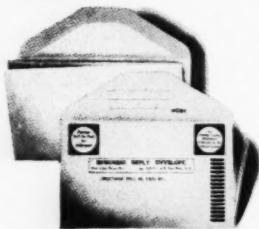
THERE IS NO DIFFERENCE IN PRICE.



INSIDE VIEW OF ORDER-VELOPE SHOWING ORDER FORM COPY AREA AND COMPLETELY FORMED ENVELOPE POCKET.



BACK VIEW OF ORDER-VELOPE AFTER MAKING ONE FOLD.



ORDER-VELOPE COMPLETELY FOLDED, READY FOR MAILING ORDER AND REMITTANCE.

Why not **pocket** the difference in increased profits that Order-Velopes will bring you as the order form envelope presentation in your direct mail, catalogs, packages, books, broadsides, pamphlets, for counter distribution, and for every mail order effort that requests a return enclosure.

WRITE for SAMPLES and PRICES TODAY!

THE SAWDON COMPANY, Inc.
230 PARK AVE., NEW YORK, N. Y.
Murray Hill 6-1566

GUTENBERG BIBLE CASE

Students of religion, printing, and propaganda should read the interesting article on page 17, of the July 1940 issue of "*Magazine Digest*." It is a summary of an article by Burton Rascoe which appeared in *The Saturday Review of Literature*, May 1940. Here's our summary of the summary.

A fascinating story of how Dr. Otto H. F. Vollbehr, Berlin, Germany, staged an extensive press publicity campaign beginning as early as 1926 to establish a reputation as a wealthy and famous collector of rare books. Later on Dr. Vollbehr brought his collection of books to New York and secured the interest of many prominent Americans. After an intensive lobby, enthusiastically supported by some 200 prominent Americans, the Congress of the United States in 1930 passed and President Hoover signed a bill empowering the Secretary of the Treasury to purchase a Gutenberg Bible and other printed knick-knacks from Dr. Vollbehr for the sum of \$1,500,000. Rare book dealers winked at the transaction. The sad part about the story is that Dr. Vollbehr later admitted before a secret session of the House Committee on Un-American activities that he spent a large part of the million and a half dollars for the dissemination of pro-Nazi and anti-Semitic propaganda . . . largely directed to American schools, colleges and universities. Uncle Sam is sure a sucker for propaganda. He not only receives the propaganda with open arms but furnishes the money to finance it by buying a million and half dollars worth of gadgets of questionable value. We wonder what the two hundred prominent Americans who lobbied for that purchase feel about the whole thing now? Some of the loyal Americans who are today lobbying for unpreparedness, isolationism and obstructionism may wake up to find that they have worked to *give the Gutenberg Bible back to Germany*.

A CHALLENGE TO HOUSE MAGAZINE EDITORS

A. J. Cutting, advertising manager of the Altes Brewing Company, Detroit, Michigan, writes a good letter. His letter of July 19th stirred up a wind of imaginative possibilities in the mind of *your reporter*. Breezy Mr. Cutting, covering four or five subjects in a fourteen line letter, sends a copy of the April issue of *The Green Bottle*, the Altes Brewing Company h.m. "dedicated to the interests and enjoyment of all employees." *The Green Bottle* is just as breezy as Mr. Cutting's letter . . . and as interesting. Most interesting to *this reporter* at this particular time . . . the vibrant and inspiring message on the inside of the cover. Here it is:

At a time when most of the civilized world is engulfed in turmoil, war and strife, we can be thankful for America.

WE'VE GOT SOMETHING HERE. While thousands of men across the oceans lie shivering in the rotten mud of trenches, while helpless women and children starve, we in America have peace.

WE'VE GOT SOMETHING HERE. While foreign dictators and rulers play a dangerous game of chess with Nations and their helpless peoples as the pawns, while the sword is the final voice of authority, while freedom of speech and the press are

ghostly shapes of the past, in our America we, the People, are the rulers, and are free to speak and think as we wish.

WE'VE GOT SOMETHING HERE. When most of the world is stirred by economic upheaval, when food and clothing are rationed, when very existence is on a hand to mouth basis, when there is no certainty for tomorrow, most of America is at work. Her industrial wheels sing a happy tune, and her commerce goes on as usual.

WE'VE GOT SOMETHING HERE. What we have is worth keeping, worth any sacrifice that we may be called upon to make. Let us keep our peace, our jobs, our economic security, our rule by the people, our freedom of speech and the press. Let us hurl back any force, either physical or moral, internal or external, which tries to undermine our American Institutions. Let us be able now and forever to say:

WE'VE GOT SOMETHING HERE.

Reporter's Note: Doesn't that contain a real challenge to House Magazine Editors? Shouldn't they join the Hi-Timers at once? Think of the unlimited possibilities for selling America in the house publications which in devious ways reach nearly everyone who is able to read. There are between two and three thousand house publications in the United States. One of them at least has a circulation well over a million. The average circulation is somewhere around two thousand names. Wouldn't it be a good idea for the house magazine editors to get together and agree to devote at least one page per month to a non-political, non-sectarian, non-axe-grinding exposition of what **WE'VE GOT HERE IN AMERICA** that is worth keeping.

A. J. Cutting, Harry Higdon, Wilford Peterson, Tom Dreier, Bert Barnes, Ted Cook and a lot of the other top-ranking house magazine editors could and should get together to plan an interchange of editorial material on the subject. Or perhaps if the Hi-Timers get into operation, plenty of editorial material could be supplied from a central headquarters.

HOLIDAY HOUSE HUMANIZED

With so much resort promotion in circulation at this time of year, the person who is fortunate enough to be looking for a vacation spot must have a hard time deciding between one glowingly described place and another. Holiday House in Gilford—Laconia, New Hampshire does a happy job with its humanized 16-page booklet entitled "The Autobiography of a Modern Old Lady." The 1940 booklet is the third edition, in which Holiday House speaks, as a little old New England lady, to her prospective guests. Here is the beginning of her "biography":

Here I stand—a Modern Old New England Inn—on the edge of a sunny mountain-side overlooking Lake Winnepesaukee and most of the White Mountains up in New Hampshire.

My owners christened me "Holiday House" because they just *knew* I personified a **HAPPY HOLIDAY**.

It was back in 1793 that I was born. I've lived a not too uneventful life here ever since. Up until just before that terrible hurricane in September, 1938, I was just an Old Lady full of poignant memories and many fireplaces.

About this time a young couple—Jean and Todd Wallace—came to see me. It was apparent from the very first electrifying moment that we liked each other—very much.

The Modern Old Lady goes on to relate how Jean and Todd did her over, her present appearance and appointments, what she sees from her many windows. Of course, the story is illustrated to add to the Modern Old Lady's appeal. On the last page Todd and Jean both have a word to add—a very good, very friendly word. And by this time the reader feels that he knows and likes the Modern Old Lady. Jean and Todd.

THE REPORTER

EASTERN CORPORATION

makers of

ATLANTIC BOND

and other EASTCO fine papers

Joins

with Henry Hoke

and The Reporter Magazine

in protesting against

the misuse of the mails

for

un-American activities of

whatever nature.

Let

the privilege of the

United States Mail Service

be available only

to those

whose hearts and minds

are bound to the country

it serves so well.



EASTERN CORPORATION

BANGOR, MAINE

"Papers That Nature Made Great"

DON'T FIRE YOUR SECRETARY—

LET *The Secretary And Her Job*

By MARIE L. CARNEY

put an end to your problems

Here is a book written by an experienced secretary—a woman who has been on the firing line with big executives during the past ten years—written to provide secretaries and stenographers, on the way up, with a detailed account of their daily duties and how to handle them.

It is not a compilation of rules for punctuation, a collection of words usually misspelled, or page after page of addresses and salutations. It is a guide for the handling of the daily work in an executive or professional man's office. One secretary who read the proof said she was "amazed that Miss Carney had been able to put into the book so much of help to one who had already had years of secretarial experience". To the secretary who feels that she has reached the top, this book can become the key to the shouldering of more important duties and the resulting promotion.

\$3.00 postpaid

THE BUSINESS BOOK HOUSE
Charlottesville, Virginia

Please send me THE SECRETARY AND HER JOB for one week's free examination. At the end of that time I will return the book or send \$3.00 in full payment.

Name.....
Address.....
City.....State.....
Position.....
Company.....

REPORT ON A MARKET STUDY

From C. V. Buchanan, Advertising Manager of *The Ohio Farmer*, 1011-1013 Rockwell Avenue, Cleveland, Ohio, comes an interesting and well-presented survey entitled "Automobiles, Trucks and Tractors, Their Use and Service by Ohio Farm Families." The purpose of the survey was to ascertain ownership of automobiles, trucks, and tractors by Ohio Farmer subscribers; types and brands of fuels, lubricants, and special winter protection used; servicing habits; annual mileage; and vacation trip information. It should be of great interest to the companies who are selling gasoline and lubricants, automotive equipment and tractors.

To get the information contained in the survey, *The Ohio Farmer* sent letters, printed questionnaires, and return envelopes to subscribers in each of Ohio's 88 counties. The mailing totaled 5,129 and reached approximately 2% of the farms in each county. Samples of the letter and questionnaire are included in the spiral bound survey. The information revealed in the 20.7% response fills 44 fact-packed pages.

More interesting to us than the contents of the survey was the explanation and breakdown of the mailings. 1,714 multigraphed letters, filled in, were sent with the questionnaire and a 3¢ stamped return envelope; 1,675 multigraphed letters, filled in, were sent with the questionnaire and a business reply envelope; and 1,740 mimeographed letters, not filled in, were mailed with the questionnaire and a business reply envelope. Returns showed that the multigraphed, filled-in letter and 3¢ stamped return envelope brought back 27.9%, while the multigraphed letter with the business reply envelope only brought back 18.1%; and the mimeographed letter, not filled in, with the business reply envelope brought back 16.2%.

Proving again . . . that it pays to know the formulas . . . in spite of what the scoffers say.

REALISM IN SALES LETTERS

Too many people think of realism in Direct Mail Advertising as something elaborate, expensive, and involved. It needn't be, and to prove it we point to four sales letters that employ realism effectively—and inexpensively.

First is from George Rumage, Advertising Sales Manager of *The Instructor Magazine*, 9 Rockefeller Plaza, New York City. George tips a bit of bright blue velvet in the upper left corner of a blue multigraphed, blue type filled-in letter to advertising prospects. Centered above the body of the letter are the words "In Re: Your Bonus." The "bonus" is the 5,000 County and City Superintendents reached by *The Instructor* in addition to its paid circulation . . . "so much velvet." Letters are hand-signed in blue ink.

The other three good examples were sent by *Successful Farming*, Des Moines, Iowa, to Classified Advertising prospects. First, dated April 1, is a striking white on black, looks like a photostat negative. There is enough of an illustration in white to show a traffic cop, and the heading "There's no BLACKOUT . . . of farm sales . . . over here! There's no Maginot or Siegfried line . . . IN AMERICA—IT'S THE 'HEART' LINE!"

The second of the *Successful Farming* series is on a silver-spattered letterhead and the snowy effect is dramatized in the headline—"WHO EVER HEARD OF BEING SNOWED UNDER IN MAY!" Copy reveals that *Successful Farming's* classified advertisers are snowed under with orders.

Third is on the regular *Successful Farming* letterhead and has a wooden spoon pasted over the heading "CAN YOU DISH IT OUT?" It's to advertising agencies who are supposed to be able to "dish it out." Point of the copy is to be sure the readers can buy the products advertised . . . to be sure they "can take it."

There is a large display of "Realism in Direct Mail" at the Direct Mail Center. The file of samples gets larger day by day. Advertisers are discovering that the biggest hidden asset in Direct Mail is the opportunity to inject *Realism* into the sales approach. Study your product or service. What point can you dramatize by a sample, a fold, a die-cut or by clever art or typography? The right kind of Realism will pay dividends.

MORE ADVERTISING FOR ADVERTISING

A dignified and different solicitation for Direct Advertising and Sales Promotion came to us recently. A 4" x 8 $\frac{3}{4}$ " transparent envelope held a series of cards. Top card reads: "Facts about the services of Troy M. Rodlun who specializes in Direct Advertising and Sales Promotion. Workroom 1427 Eye Street, N. W., Washington, D. C." This was printed in grey and black and reverse side of this particular card was grey. Each of the other cards had a different colored back and the color was carried out in the initial letters on the face of the card. The facts on each card were presented in a simple, direct way, and the bottom of each card held the same message as the first card.

The Abbott Kimball Co., Inc., 250 Park Avenue, New York, did a beautiful job with a solicitation for beauty accounts. A heavy grained paper, 24 $\frac{1}{2}$ " x 38", is folded twice and gives, in lavender, black, and white, pictorial and verbal evidence that Abbott Kimball has the fashion-slant necessary to sell beauty to the feminine market. Excerpt: . . . "Fashion is *dashing*. She wears BRAVO . . . unabashed scarlet. Fashion is *exotic* . . . in CHILIBEAN . . . brown-seasoned rose with South American flavor. Fashion is *adventurous*. She plays a winning red . . . cerise-cast RED DICE. Fashion is *wistful* . . . she wears SHY; tender, mauve-tinged pink."

That's the kind of copy that sells cosmetic accounts—and cosmetics.

The William B. Remington Agency, Springfield, Mass., has a novel solicitation. A short letter, with filled-in name, reads: "When sales convention time comes 'round, what do your men really think? The attached proof presents a problem and a happy ending—the kind our clients get."

The "attached proof" is a 12 $\frac{1}{4}$ " x 18" sheet of thin paper, resembling layout tissue. On it is reproduced a rough pencil layout, showing salesmen discussing their company and its advertising policy. While illustrations and headings are rough, copy is type-set and gets across the point that Wm. B. Remington, Inc. is a strong right hand to both sales and advertising management.

THE REPORTER

For The Business Man's Library

1 The Robert Collier Letter Book

Third Edition, by Robert Collier \$4.00

For the man who has to write sales letters this book is full of many ideas.

2 Friendship In Business

By Robert E. Ramsay \$3.00
This book exalts the value of friendship, and the part it must play in making good business better; a better business still better through an ever widening trail of good will.

7 Let's Go Places

By Charles E. Means \$2.00
Not a retelling of others' success, but a book pointing out the definite things which you can do from day to day—many of them little things, also attitudes and habits which you can cultivate that will place you on the high road to success.

8 Money In the Mail

By Jack Garrett \$3.00
A book for the man who dictates a hundred letters a day or for the shop owner who writes only a few letters each week. The experienced correspondent will receive inspiration and many new ideas, while the man who is more or less inexperienced in the art of making his daily dictation produce orders, collect money, adjust complaints satisfactorily, direct salesman or keep dealers active, will find Jack Garrett's new book a complete guide to be read, studied and kept at hand for reference.

9 The Secretary and Her Job

By Marie L. Carney \$3.00
This book was written by an experienced secretary — a woman who has been on the firing line with big executives during the past ten years—written to provide secretaries and stenographers, on the way up, with a detailed account of their daily duties and how to handle them.

10 The Credit Man's Work-Shop

By J. Pearl McKinney \$5.50
New ideas for the credit man—175 letters and many plans that have pulled money time and time again.

0 There Is This About Letters

\$3.00
Brings you nuggets of true gold mined from the minds of those who have had long experience in making business letters pay bigger profits.

Order on Approval

THE BUSINESS BOOK HOUSE
Charlottesville, Virginia

Please send me the books encircled by number below for one week's free examination. At the end of that time I will either return the books or remit.

1 2 7 8 9 10 0

Name _____
Address _____
City _____ State _____
Position _____
Company _____

Where Else Can You Buy
LETTERHEADS Like this
 for as low as **\$10 a Thousand!**



Send us a sample of your present letterhead and let us quote our MASS PRODUCTION price for QUALITY work on any quantity in which you buy. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

Universal Lithographing Co.
 (A Subsidiary of Peerless Lithographing Co.)
 Dept. 27
 4311 Diversey Ave. Chicago, Ill.



**— AND GET BETTER,
 SHARPER RESULTS!**

Tempo, the new Film Stencil, saves as much as 4 hours cutting time per quire. Figure that saving in operator's time alone. AND Tempo means sharper, cleaner reproductions—no clogged type—no feed-roller swelling—fewer typing errors. Yet Tempo costs no more than ordinary stencils. There are Authorized Tempo dealers in all principal cities. Call your local dealer today or write for samples.



MILK HARDING CO., Ltd.
 439 W. Pico Blvd.
 Los Angeles
 515 Commonwealth
 Annex, Pittsburgh, Pa.

**Tempo
 FILM
 STENCIL**

MEMORANDUM ADVERTISING

These memorandum mailings are fascinating. Latest one was sent out by the C. C. Giese Company (Printers) 128 Light Street, Baltimore, Maryland. We like its tone. It was a printed letter on pink paper with nothing at the top except "Inter-Office." Here is the letter:

Dear Boss:

The night after you left on your trip to the branches I heard a radio program that I just couldn't get away from.

It started with the secretary of the company telling the sales manager that he would have to cut down on advertising, and then the S. M. opened up.

He wanted to know what would happen if one of the three manufacturers of the lowest priced automobiles were to stop advertising. He said if any motor car manufacturer stopped using printers ink that the others would outstrip him so soon that it was doubtful if he could ever recover his sales impetus.

He quoted a big hotel in Chicago (Palmer House) that leases its sales space for stores with the stipulation that a certain percentage of sales must be invested in advertising. This has of course proved most beneficial to both tenant and landlord and has assured the latter that he won't have a lot of grief on his hands. Then he put in so much about razor blades, electric refrigerators, California fruits, winter vegetables, etc., that it had me dizzy trying to remember it all to write you.

The upshot of it all is that I took the bull by the horns and told the C. C. Giese Co. to go ahead and get us up that folder which they were talking about and that there would be more later. You remember the spurt of business while they were taking care of that last series and how things fell off when we stopped. I believe that our whole organization gets the spirit when we advertise and that we can increase our sales enough to more than cover the small percentages we have been losing below last years mark. The proof will be ready when you get back and there's a triple postal plan they want us to use—it looks pretty good to me.

Please answer the letters enclosed direct as they are beyond me. Hope the trip is exceeding your expectations. J. B. is out for your scalp at the Rodgers Forge links as soon as you get back.

Sincerely,

BRENDA.

W H O A N D W H E R E ?

Reporter T. A. Hodgdon, Advertising Manager of Harvey-Whipple, Springfield, Mass., writes us as follows:

The attached is a fine example of one of the points upon which you are repeatedly "harping."

It must be a sizeable concern and obviously they have a very fine follow up system. They have gone to the expense of sending this individually typewritten copy, signed by one C. C. Kustner in ink, yet *who* and *where* is this firm?

All of which goes to show that if some of the fundamental principles of direct mail as you outline them are carried out by the firm who tries to sell, collect, or reach out for information, by mail, expensive errors such as this would not happen,

And this was the letter attached:

We are now engaged in revising and bringing up to date our Engineering Bulletin on Domestic Heating with Fuel Oil and our various other literature such as our Fuel Oil Recommendation booklet.

In this connection, we are very desirous of securing a copy of each of your catalogs, as well as instructions covering the installation and operation of your burners. As you no doubt know, we market no oil burners but confine ourselves to the marketing of Domestic Heating Oils throughout the Middle West.

We will appreciate very much receiving such literature as you have available. Kindly mark it for the attention of Mr. H. R. Peterson, Technical Department, and oblige.

Yours truly, L. C. Welch, By C. C. Kustner

H. R. Peterson:IR

THE REPORTER

WHAT'S WRONG WITH THIS LETTER?

The following multigraphed form letter was sent to us by Reporter Louise Woods Laner of the Woods Letter Service, Inc., Akron, Ohio:

Dear Friend:

We are sending you a Professional GREEN RIVER Bottle Pourer. This is the souvenir promised you by our representative when he met you recently.

We wish to thank you for the opportunity you have afforded us by tasting GREEN RIVER, for after all this brand must meet with your taste acceptance in order to remain your constant choice, and we trust you have found it AMERICA'S SMOOTHEST WHISKEY. For that is the opinion of 9 out of every 10 people who have tasted GREEN RIVER. This large public preference proves that they recognize the extra quality we are giving. (*Note enclosed booklet on nation-wide taste vote.)

We sincerely hope that the smoothness, mellow flavor, rare bouquet and distinctive quality of GREEN RIVER has caused you to join the many thousands who are now regularly asking for this brand at their favorite bars.

The next time the occasion presents itself for you to buy a bottle of liquor, may we suggest that it be GREEN RIVER, which sells for \$1.69 per Quart (Code 137A), and 88 cents per Pint (Code 137C), obtainable at all State Stores and Agencies. It will more than satisfy, for it is truly "The Whiskey Without Regrets."

We again wish to thank you for the opportunity of making our brand known to you and we look forward to a continued friendly relationship.

Sincerely yours,

OLDETYME DISTILLERS, INC.

P.S.: When interested in Gin, may we remind you of GREEN RIVER Gin, 100% Grain Neutral Spirits, and costs only \$1.30 per Quart (Code 389A), and 69 cents per Pint Code (389C).

We would appreciate your mailing the enclosed self-addressed, postpaid card at your convenience. Please place an "X" in one of the boxes.

Here are a few of the things wrong with this letter . . . and we make these comments because sincerity and honesty are so needed in advertising.

First: The letter was mailed to a man in Akron, Ohio, who had *never* met the representative of this particular company. Second: No sampling or tasting of the goods offered had been made. Third: The souvenir offered in the first paragraph never arrived. Fourth: Even if all the facts were correct, the whole letter should be re-written. Take a pencil and underline all the appearances of *we*, *our* or *us*. You will find twelve, as follows: We are sending. Our representative. We wish to. Afforded us. We trust. We are giving. We sincerely hope. May we suggest. We again wish. We look forward. May we remind you. We would appreciate.

A perfect example of a bad case of "we-itis."

ANYBODY WANT PUNCH?

E. A. Abbott, Director & General Manager of J. D. Williams & Co., Ltd., 53 Dale Street, Manchester, England, writes:

Dear Henry Hoke,

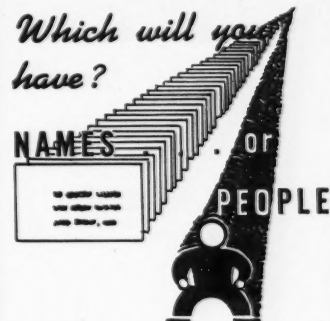
As war conditions will not permit my sending currency out of the country, I wonder if you will loan me the Reporter course in Direct Mail Advertising, or would you be prepared to accept some service from this side as a quid pro quo?

For instance, have you a number of friends to whom I could have copies of "Punch" (or some other British Publication) sent for 12 months periods to the value of 30 dollars, the price of the course?

Thanks for a topping number for May.

Reporter's Note: Do any of our friends want "Punch" (or some other British Publication)? While we don't want to start a subscription agency, we'd be glad to take \$30 worth of subscriptions to pay for a Course for Mr. Abbott. There's a rumor going around about a War in England, but it evidently hasn't interfered with Advertising. American pessimists, please note.

THE REPORTER



Names come to Life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU

(Division of Dickie-Raymond, Inc.)

80 Broad Street

Boston



McGraw-Hill
DIRECT MAIL LIST SERVICE

TO INCREASE YOUR MAIL ADVERTISING RESULTS

For the industrial and trade advertiser, *selections can be made by functions, industries, size, location, etc.* Hundreds of the leading industrial marketers use these lists exclusively for their direct mail promotion.

★

Many of the outstanding mail selling organizations have for years successfully used these lists which include only men with known responsible positions in business.

★

Write for Details Today!

Direct Mail Division

McGraw-Hill Publishing Co., Inc.
337 W. 42d St., New York, N. Y.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.
Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

EQUIPMENT

SAVE HALF on Mimeographs, Multi-graphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

EQUIPMENT FOR SALE

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HOUSE MAGAZINES

HOUSE ORGAN? CERTAINLY—JUST WHAT YOU'VE WANTED! A new Jerry-Fleishman-edited four-pager. Beautifully done. One full page for your advertising. These publications have consistently built Good Will and Good Business. Sample and prices gladly to executives. The Jerry-Fleishman Business Magazines, 301 Stock Exchange Bldg., Baltimore, Md.

LETTERHEADS

MY ANALYSIS puts individuality in your letterhead. Mail yours with two dollars to Fred Scheff, Author "Letterhead Design and Manufacture," 68 Nassau Street, New York.

MAILING LISTS

MAILING LISTS and PROSPECT LISTS. Write for catalog of 6500 classifications. TRADE CIRCULAR ADVERTISING COMPANY, 25 S. Market Street, Chicago, Ill. FRA 1182.

MISCELLANEOUS

GOOD ADVICE FOR JULY! Plan those fall promotions Now! Use Laurel's Improved Process for Reproducing attractive illustrated Booklets, Folders, Broadsides. 500 (8½" x 11") copies \$2.63; additional 100's 22c. Larger Quantities Lower Prices. Request Free Descriptive Manual. In Metropolitan N. Y. ask for Representative. Laurel Process, 480 Canal St., N. Y. C. Color Work Specialists.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS & SUPPLIES for the Multi graph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.
183 Varick St. New York, N. Y.

House Organs

If you sell a repeat
product or service,
write for information

William Feather
540 Caxton Bldg. Cleveland, O.

SALES HELPS

A CLASSIFIED ad can be made the corner-stone of your business. Let me put the real "come hither" into yours. Send one dollar and the data and see what happens. Jed Scarboro, Maplewood, N. J.

SALES LETTERS

A single mistake in a good sales letter can destroy its effectiveness just as a little bag of pepper can ruin a carload of bananas. It pays to have an expert write your sales letters. Lester Meyers, 112 East 17th St., New York. GRamercy 3-1833.

ADD TO CAMP BOOKLETS

ALSO ADD this item to your "good name" file.

Your reporter has frequently commented on the lack of good camp booklets . . . so we always praise the good ones. "Camp As-You-Like-it for Girls" Little Switzerland, North Carolina, issues an attractive 20 page and cover, 8½" x 11" booklet. Beautifully illustrated. Briefly and interestingly explained. Hurrah!

CATALOGUE ENVELOPES

USERS OF CATALOGUE ENVELOPES . . . make a note of this item picked up by your reporter in St. Louis. Remember that formerly you could print nothing within 3½" of right edge of envelope? Now the Post Office will allow printing *all over* a large envelope *provided* you leave a clear space for address, measuring 4" x 6" someplace on the envelope—right, left, top, bottom or center. Allows new freedom in design. Doesn't apply to #10 envelopes. Check with your local Post Office before printing. Reporter will have a complete story on this next month.

LEGAL ADVICE NEEDED

Your reporter has received a number of letters, telephone calls, asking for advice on whether State sales taxes can be applied to the mail order business. No one seems to know definitely one way or the other. It has been rumored that the State of Illinois has been making an effort to collect sales taxes on all orders made by mail into the Illinois territory, even though the seller is located outside the Illinois area and sells entirely by mail. Your reporter has never been able to understand how the States could collect such taxes. It all sounds rather silly. Can anyone give us an expert opinion?

A HEADACHE CARD

THE BEST ADVERTISING STUNT at the Baby Chick Convention at St. Louis was the card handed out liberally by Lloyd Larson, who runs an advertising service in the Fisher Bldg., Mankato, Minnesota. Lloyd is a specialist in baby-chick-advertising, and he was down in St. Louis handling Reese Hicks' publicity in a high pressure manner. Lloyd's card is in two colors. Upper left shows a cartoon of a bleary eyed face with an ice-bag strapped to the head. Copy reads:

"For that Convention Headache try this"—then an arrow leading to a glassine envelope tipped to the card. Inside the glassine envelope—an *Alka-Seltzer tablet*.

Underneath . . . the message is completed—"But for Good Advertising consult Lloyd Larson Advertising Service."

Our three samples are damaged. The tablets are missing.

THAT'S ALL for this issue. Call your secretary right now and dictate a note to *The Reporter* telling us about your present Direct Mail plans, results, problems, etc. . . and watch next issue for our comments.

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